

Rockville 2040 Listening Sessions Results

What You Said

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Table of Contents

Introduction	10
Planning Area Map.....	11
Process for Listening Sessions.....	12
Summary of what you said	12
Community Facilities.....	12
Economic Development.....	13
Retail environment	13
Office environment	13
Industrial areas.....	14
Montgomery College:	14
Environment:	14
Housing	14
Land Use.....	15
Transportation	15
What you said	17
Planning Area 1 – Town Center.....	17
Town Center Neighborhood	17
Community Facilities.....	17
Economic Development.....	17
Housing	18
Land Use.....	18
Transportation	19
City wide.....	19
Planning Area 2 – East Rockville	19
East Rockville neighborhood.....	19
Community Facilities.....	20
Economic Development.....	20
Housing	20
Land Use.....	20
Transportation	21

City wide.....	22
Planning Area 3 – Hungerford, Lynfield and New Mark Commons	22
Hungerford et al neighborhoods	22
New Mark Commons	22
Hungerford.....	22
Community Facilities.....	22
Land Use.....	23
Traffic and Transportation	23
City wide.....	23
Planning Area 4 – West End, Woodley Gardens East-West.....	24
West End Woodley Gardens East West Neighborhood	24
Community Facilities.....	24
Economic Development.....	25
Housing	25
Land Use.....	25
Transportation	26
City wide.....	27
Planning Area 5 – Woodley Gardens and College Gardens	27
Woodley Gardens and College Gardens neighborhood	27
Community Facilities.....	28
Economic Development.....	28
Housing	28
Land Use.....	28
Transportation	29
City wide.....	29
Planning Area 6 – Lincoln Park.....	30
Lincoln Park neighborhood	30
Community Facilities.....	30
Economic Development.....	30
Housing	30
Land Use.....	30

Transportation	30
City wide.....	31
Planning Area 7 – Twinbrook Forest and Northeast Rockville.....	31
Twinbrook Forest neighborhoods.....	31
Community Facilities.....	31
Economic Development.....	32
Land Use.....	32
Transportation	32
Planning Area 8 - Twinbrook.....	33
Twinbrook Neighborhood.....	33
Twinbrook Metro Station area.....	33
Community Facilities.....	34
Economic Development.....	34
Housing	34
Land Use.....	34
Transportation	35
City wide.....	35
Planning Area 9 – Rockville Pike	36
Rockville Pike neighborhood.....	36
Economic Development.....	36
Housing	36
Land Use.....	36
Transportation	37
City wide.....	37
Planning Area 10 – Montrose	37
Montrose Neighborhood	37
Rockville Pike/Twinbrook Metro.....	37
Community Facilities.....	37
Economic Development.....	38
Housing	38
Land Use.....	38

Transportation	39
City wide.....	39
Planning Area 11 – North Farm.....	39
North Farm Neighborhood	39
Rockville Pike/Twinbrook Metro.....	40
Community Facilities.....	40
Housing	40
Land Use.....	40
Transportation	41
City wide.....	41
Planning Area 12 – Westmont (Tower Oaks).....	41
Tower Oaks Neighborhood	41
Community Facilities.....	41
Economic Development.....	41
Housing	42
Land Use.....	42
Transportation	42
City wide.....	42
Planning Area 13 – Orchard Ridge, Potomac Woods and Falls Ridge.....	43
Orchard Ridge Neighborhood	43
Community Facilities.....	43
Economic Development.....	43
Housing	43
Land Use.....	43
Transportation	44
City wide.....	44
Planning Area 14 – Rockshire and Fallsmead	44
Rockshire and Fallsmead Neighborhood	44
Community Facilities.....	44
Economic Development.....	45
Environment	45

Housing	46
Land Use.....	46
Transportation	47
City wide.....	48
Planning Area 15 – Research/Piccard	48
Research/Piccard Neighborhood	48
Community Facilities.....	48
Economic Development.....	49
Housing	49
Land Use.....	49
Transportation	50
City wide.....	50
Planning Area 16 – Southlawn	50
Southlawn Neighborhood	50
Community Facilities.....	50
Economic Development.....	51
Environment	51
Housing	52
Land Use.....	52
Transportation	52
City wide.....	53
Planning Area 17 – King Farm	53
King Farm Neighborhood.....	53
Community Facilities.....	53
Economic Development.....	54
Housing	54
Land Use.....	54
Transportation	54
City wide.....	55
Planning Area 18 – Fallsgrove	56
Fallsgrove Neighborhood.....	56

Community Facilities.....	56
Economic Development.....	56
Housing	56
Land Use.....	56
Transportation	56
City wide.....	57
Rockville Senior Community	57
Community Facilities.....	57
Economic Development.....	57
Housing	57
Land Use.....	58
Transportation	58
City wide.....	58
Richard Montgomery High School	59
Community Facilities.....	59
Economic Development	59
Land Use.....	59
Transportation	60
City wide.....	60
Rockville High School	60
Community Facilities.....	60
Economic Development.....	61
Land Use.....	61
Transportation	61
City wide.....	61
Thomas S. Wootton High School	61
Community Facilities.....	61
Economic Development.....	61
Housing	62
Land Use.....	62
Transportation	62

City wide.....	62
Montgomery College, Rockville Campus (meeting with staff)	62
Community Facilities.....	62
Economic Development.....	63
Housing	63
Land Use.....	63
Transportation	63
City wide.....	63
Montgomery College, Rockville Campus (Student Fair)	64
Community Facilities.....	64
Economic Development.....	64
Housing	64
Land Use.....	64
Transportation	64
City wide.....	64
Rockville Business Community.....	65
Community Facilities.....	65
Economic Development.....	65
Housing	67
Land Use.....	67
Transportation	68
City wide.....	68
Human Services and Human Rights Commissions Joint Meeting.....	69
Community Facilities.....	69
Economic Development.....	70
Housing	71
Land Use.....	72
Transportation	72
City Wide.....	72
African, African American and Latino Communities.....	73
Community Facilities.....	73

Economic Development	73
Housing	73
Land Use.....	73
Transportation	73
City wide.....	73
Asian Pacific Community.....	74
Community Facilities.....	74
Economic Development.....	74
Housing	74
Land Use.....	75
Transportation	75
City wide.....	75

Introduction

The report, “Rockville 2040: Listening Sessions Results What You Said” provides the community voice from the many Listening Sessions that were held from Summer 2015 through Winter 2015/2016. It is a key input in the City’s multi-year project to update Rockville’s Comprehensive Master Plan (CMP), which was last updated in 2002.

The effort, called *Rockville 2040*, is a citizen-focused effort to define long-term goals, objectives and policies for the next 20-25 years, as well as key implementation steps for success. Citizen participation is, and will remain, central to the entire process. A CMP that is meaningful reflects the desires of the citizens. The only way to ensure that it does reflect those desires is to work in partnership with the citizens in the development of the plan.

The first step of *Rockville 2040* was the Community Kick-Off Meeting, which was held on May 9, 2015. There, the participants learned about the process and then gave input on the Vision statement and the Underlying Principles in the current CMP, which was approved in 2002. They considered which components should stay as they are, and which should be changed.

The next step in the process was to hear more comprehensively from the community. Beginning in the summer of 2015, staff held Listening Sessions throughout Rockville. They were held in the neighborhoods and with citizens of all of the 18 Planning Areas, as defined in the 2002 CMP; in all three public high schools in the city; at Montgomery College; with the business community; and with cultural groups that have tended to be under-represented in Rockville’s policy discussions. The core theme of the sessions was to ask community members for their input on what they would like to remain the same in their neighborhoods and in Rockville as a whole over the next 20-25 years, and what they would like to see changed.

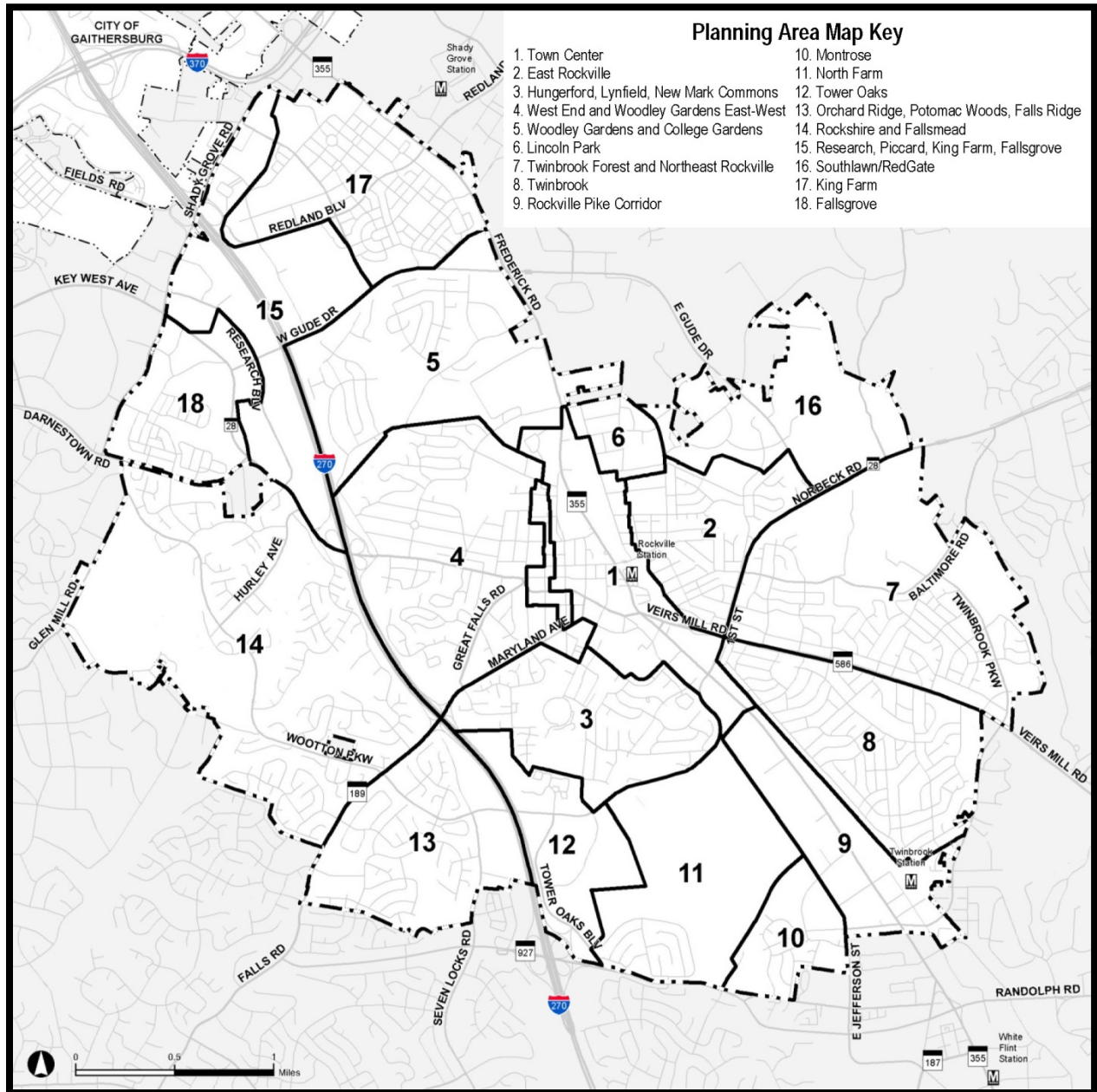
In all meetings, participation and conversation was active and meaningful, with a constructive spirit. Staff recorded comments, but also asked participants to write their own thoughts on forms given to them. This report provides that input, as participants stated it; and also does a first attempt to summarize the comments.

In parallel to the Listening Session initiative, staff has developed a series of technical reports on key CMP topics. Topics covered include Transportation, Historic Preservation, Community Facilities, Housing, Land Use, Economy and Environment. These reports are being presented to the Planning Commission and other key boards and commissions. Comments from the public are invited through the project’s various methods for input, including the online portal for CMP comments, called Engage Rockville.

The information collected from the Listening Sessions and the topic reports will be brought forward together to a series of community forums in the Spring of 2016, where the community will work together to develop draft Goals and Objectives. After the Planning Commission has discussed and refined these results, staff will have a basis for developing the first draft of the updated CMP.

This report, however, focuses solely on the results of the Listening Sessions.

Planning Area Map



Process for Listening Sessions

As part of the Rockville 2040 Scope of Work, the Planning Commission directed staff to hold Listening Sessions in each of the City's eighteen Planning Areas, make materials available for communities to hold their own meetings and offer the opportunity to comment on-line.

Meetings were held in all eighteen planning areas; in "employment" areas, where there is a non-resident population, two meetings were held, one in the morning and another in the evening. Staff also reached out to the senior community, through the Rockville Senior Center; students at the City's three high schools; staff and students at the Montgomery College, Rockville campus; various City Boards, Commissions and Task Forces and, through Rockville Economic Development Inc. (REDI) and the Rockville Chamber of Commerce, to the business community. All meetings were held in the neighborhoods, or as nearby as was feasible. A total of approximately 500 people attended the sessions and signed up for the Rockville 2040 listserv.

All meetings followed the same format: a short staff presentation about the Rockville 2040 initiative and process; an explanation of what the Comprehensive Master Plan is and what the current plan says about their neighborhood, what comes next in the process and how to stay involved. Participants then gave their views on issues in their own neighborhood and the City in general and staff took detailed notes, which are transcribed and organized in this document. Each meeting also included a brief neighborhood survey and comment form to prompt thought and discussion; the results of the surveys and comment forms were transcribed verbatim, posted on the Rockville 2040 website and compiled into a companion document entitled "What You Wrote". If issues arose that needed immediate attention (such as a code enforcement or public safety issue) the information was passed to the relevant City department for action the day after the meeting.

Summary of what you said

The majority of this document is organized by Listening Session. As such, all comments deriving from that section, for all topics, are placed there. In this section, the main ideas raised are organized by topic.

Community Facilities

- a. People love the City's parks and facilities and find them generally very well maintained.
- b. There are a few individual parks and facilities with issues such as apparent underutilization, lack of parking, poor lighting and insufficient maintenance.
- c. Participants of all ages, and in all parts of the City, said that they'd like to have "more to do", more year-round physical and recreational activities. Examples mentioned included a roller skating rink, bowling (Duck Pin and regular), put-put (miniature golf), dirt bike trails, live theater in Town Center, billiards, "Jeepers" type places, a body of water (such as at Rio where one can ride in a boat).
- d. A number of participants expressed interest in a City-run swimming pool on the east side of town.
- e. There is general agreement that the Swim Center needs improvement.

- f. Suggested an outdoor amphitheater at the Civic Center to take advantage of the land and topography there.
- g. Some concern about the prices for children's activities at City facilities.
- h. What's the future of the WINX property; it would make a good park and serve as a buffer between the neighborhood and the industrial areas.

Economic Development

Retail environment

- a. General desire for more, and more interesting, retail.
- b. Issue of having "attractors" that make Town Center and the Twinbrook area of the south Pike different from other places and therefore worth patronizing.
- c. "Love the Town Center, love the restaurants, love the movies, love to ice skate in winter, but what to do the rest of the year? Would like something active, like roller skating or bowling."
- d. There is a lack of business meeting space in the Town Center area; the hotel could use "twice as much" as they have. (They are partnering with VisArts to help ease the situation.)
- e. There is a need for better Wayfinding in both Town Center and the south Pike area.
- f. There are significant "attractors" outside the City limits: Rio, Crown Farm, Montgomery Mall, Pike and Rose, Wheaton Mall, that draw residents away from the City for their both day-to-day needs and recreational activities.
- g. Would like a hardware store, but not a big box store. There's nowhere to get day-to-day items within City limits.
- h. Many issues surrounding neighborhood shopping centers: College Plaza, Twinbrook and Rockshire have all lost stores, amenities and recreational activities that nearby residents used to walk to. Even busy centers such as Congressional Plaza on Rockville Pike (which served as a "neighborhood" center for Montrose and the southern part of Twinbrook) have seen a change in the mix of amenities over the years. These centers no longer have a cinema, bowling alley, department store, full-service grocery store or nearby putt-putt course.
- i. Many concerns about the City's sign regulations, which are felt to be too restrictive. They are difficult to adhere to for both national brands and local "Mom and Pop" stores.
- j. Many concerns about the parking regulations, which are also felt to be too restrictive, both for new and existing properties. (New businesses often unable to move into existing space because of parking regulations.)
- k. Square footage limitations limit the size and scope of businesses that can be located within the City limits.

Office environment

- a. The real estate industry feels that the office market is "soft" right now, but the situation is quite nuanced in Rockville.
- b. The Research/Piccard area is a desirable location, with good access from both the north (Frederick etc.) and "reverse" commuters from Bethesda, the District and Northern Virginia. There is also access to Shady Grove Metro and the proposed CCT. It's something of a "sweet spot".

- c. Prospective tenants are looking to lease newer buildings, rather than purchasing older buildings and retrofitting them. (There is absorption in new space.)
- d. There is a demand for wet-lab space, but very little of it available. Life science incubators were also mentioned, as was the importance of robust data access.
- e. Older buildings are being demolished once vacated. The sites are then either held for future development, or proposed as strip retail, or self-storage. Some “greenfield” sites that were proposed for office uses have now been proposed as residential areas. (King Farm, Tower Oaks, COPT site).
- f. There are “place making” and site design issues associated with the 1980s suburban office park environment; these will need to be addressed if the areas are to transition to other uses.
- g. The Master Plan process may be a good time to re-think the Tower Oaks Planned Development agreement, because the planned offices and hotels won’t work there anymore.
- h. An interchange at Gude Drive and I-270 is desirable.

Industrial areas

- a. Industrial uses are doing really well in the City; the spaces are occupied, rents are reasonable and the area provides easy access to the county and the wider metropolitan region.
- b. An interchange at West Gude Drive and I-270 would be desirable for improved access and to give a direct truck route to the interstate system.

Montgomery College:

- a. Montgomery College Rockville campus is a huge unleveraged opportunity for the City.
- b. The Rockville campus attracts approximately 30,000 visitors a day and has a huge impact on roads and transit. It’s estimated that 40% of the students use transit. Most people just go to and from the College and don’t linger in Rockville.
- c. Believe that the College is a missed opportunity for the College Plaza area; there’s a need for student housing and amenities.
- d. Would like better pedestrian and bicycle access to the Town Center.

Environment:

- a. Environmental issues implied rather than explicit.
- b. Deer.
- c. Some run-off from commercial and industrial uses.
- d. Run-off from I-270 into Fallsmead park.
- e. Stream valley maintenance and improvement is important.

Housing

- a. Rockville is a very expensive place to live.
- b. Need more work force housing; housing affordable to students at the College.
- c. Need more affordable housing; not just subsidized, but MPDU could do more.
- d. Desire for more senior housing – also larger units such as two-bedroom units.

- e. Don't like single-family homes being turned into de facto multi-family homes or "apartments".
- f. There is tolerance for greater density near the Metro stations in the form of town or row houses and smaller scale apartment buildings.
- g. Mansionization – divisive issue – some don't like, others don't want their property rights impinged upon. There are aesthetic issues.
- h. Some concerns about maintenance, code enforcement and overcrowding in non-HOA areas.

Land Use

- a. There are significant "attractors" outside the City limits: Rio, Crown Farm, Montgomery Mall, Pike and Rose, Wheaton Mall, that draw residents away from the City for their both their day-to-day needs and recreational activities.
- b. Need to rethink the Tower Oaks Planned Development Agreement in light of the changing nature of the office market and place making concerns.
- c. Need to rethink land use issues in the Research/Piccard area. Also place making issues. Site assembly could help provide space for the place making that can come with mixed use development.
- d. In suburban office parks: old office buildings are difficult and expensive to retrofit.
- e. In suburban office parks: there are not enough amenities (nor is the market ripe in many cases) for conversion to residential. But, there are not enough amenities to build new offices in the current office market – therefore proposed projects are small strip retail centers and self-storage. Is this desirable over the longer term?
- f. Do we protect non-residential areas from residential pressures and encroachment?
- g. There is general acceptance of residential density near Metro stations; there is interest in town/row homes and smaller-scale apartment buildings.
- h. Design and place making are important: there appears to be confusion as what a particular height looks like when built.
- i. While many residents said that density and mixed uses could be embraced at the edge of single-family neighborhoods, many participants do not want to see it encroach into the neighborhoods.
- j. What is the future of the WINX property.

Transportation

- a. Need increased north-south and east-west connections – additional ways to cross the railroad tracks are desirable.
- b. The Gude/I-270 interchange would be desirable, stated by multiple sources.
- c. There is a desire for greater connectivity within and between neighborhoods for pedestrians and bicyclists. Sidewalks and bicycle infrastructure are both important.
- d. Concerns about safety, particularly in crossing major roads, including those within neighborhoods.
- e. Need grade-separated pedestrian/bicycle crossings of Route 355 at both Halpine Road and the King Farm area for safe access to Metro stations.
- f. There is wide support for additional transit, but no clear consensus as to what kind it should be.

- g. There is support for both a Bus Rapid Transit (BRT) and a “trolley” type system that makes more frequent stops – a trade-off between rapidity and convenience. There is support for local-serving transit of some form.
- h. The business community and the Montgomery College community support better transit connections.
- i. Concerns have been raised about the future functioning of the Wootton Parkway corridor.
- j. There are concerns about traffic congestion and pedestrian safety along the Route 355 corridor within the City – from Shady Grove to the southern limit near Twinbrook.
- k. There are concerns about safety and access to the Montrose neighborhood.

What you said

Planning Area 1 – Town Center

Town Center Neighborhood

- What can Rockville do to make the Town Center stand apart? We're in a unique position to do something different, rather than being a repeat of everything else.
- What will it take to make Town Center a destination place?
- Appreciate the way the Square was set up; both the outdoor space and the library are great communal areas to run into neighbors and have various events without feeling obligated to purchase anything to be part of it. Feels like a community rather than an "area in the middle of a shopping plaza". I would like to see these kinds of places incorporated as the downtown expands past Beall and further.
- The more residents the better.
- It would be nice if residents didn't seem so transient.
- Great place to "people watch".
- Loves living here.

Community Facilities

- Partner with Science/Art institutions to potentially develop museum, Black Box Theater etc. Grey Court House would make a great art gallery/museum (but it has very limited parking). Also encourage more "mom and pop" uses (for greater variety).
- VisArts is unique and brings in a lot of people but has poor signage. VisArts and Cambria partner for weddings/mitzvahs.
- Perhaps City Hall could relocate. There was talk of it happening years ago.
- Need a playground for children. Also a space with real grass.
- City services are phenomenal. Community College, pools, parks. Everything you need.
- Pathway at top of Blandford to get to Mount Vernon is well-used. Sometimes there's drug use in the nearby woods.
- The area is low crime and clean.

Economic Development

- Rockville should be a destination. What's Rockville's brand? Could do a City branding.
- Need to improve the business climate in Montgomery County.
- Provide events that don't happen elsewhere, such as the ice skating rink, unique restaurants. Festivals are big for Town Center: keep having Hometown Holidays, Ocktoberfest etc., and invest in better bands, more events.
- Town Center needs "more things to do" and activities. Could do events that don't happen anywhere else.
- County Study where bars would be open until 3 a.m. is not acceptable to some.
- Restaurants in Town Square are always changing. Not enough retail to really shop; not enough density/people.

- Importance of tourism, both local and people from out of town. Sports events are big draws and Stay-cations are big for the hotel (Upcounty and Frederick County residents come for the weekend). Increase leverage of history for tourism.
- How about a Tourism Improvement District? Need to get people to visit Montgomery County.
- NIH, FDA and local biotech businesses use the hotel. Has about 2,000 square feet of meeting space and could use twice as much – can't accommodate big meetings. Partnership with VisArts helps.
- Signage is an issue throughout the TC area – people don't know where to go or how to get around.
- Better signage near Rockville Station would help with identity, i.e. "Welcome to Rockville" and more signage on Rockville Pike directing people to Town Center.
- A comprehensive Wayfinding and signage project is needed. A list of the businesses would be helpful.
- How about an Apple Store? Need more attractive retail.
- Being close to NIH is an advantage.

Housing

- Town Center is a nice place for kids; but the apartments are all too small for families. Also need retirement homes that are affordable to residents.
- Need homes that are more affordable – need new development that is not "luxury" but not decrepit either. Hate for Rockville to feel closed off to anyone who isn't affluent. I think this would help achieve the kind of diversity that would make Rockville a better place that would be attractive for 20-somethings.
- Apartments on Stonestreet Avenue would be good.

Land Use

- Need a vision for the area; an architectural/artist element.
- More density and mixed uses are desirable - residents living in the Town Center area would help retail; since Upton and Cambria have opened Dawson's has seen increased sales.
- There was a demand for higher density and higher heights; but when the Town Center development [Town Square?] was approved, the City didn't take advantage.
- Buildings need to be flexible to adapt to shifting markets; need interior flexibility, try not to lock in uses.
- Concern about the transitional areas/residential – some owners would prefer a zone that allows for a mix of uses rather than a restrictive residential zone. Some properties are located on busy, noisy roads. They are difficult to use as homes but would be suitable for office or institutional uses.
- With second phase of Duball, downtown will lose space – could also close some streets during construction. Need additional public space in Town Center. Perhaps the Fire Station at Beall? Or use the parking lot near the Post Office.
- Enjoy that the area is walkable and that just hanging out is encouraged.
- Think about the ground level. The Court Houses are dead spaces at the ground level.
- Embrace height.

Transportation

- BRT Plan should be integrated into Town Center, especially intersection of Veirs Mill and Rt. 355. Concern about construction impacts if MD 355 is undergrounded, especially access to Metro. But do need additional transit.
- A circulator bus in Town Center is a good idea.
- Multiple concerns about parking: many people do not know that it can be validated and how much is available. Colonial has a monopoly on parking \$15.00/day. There is a demand for long term parking.
- Many concerns about Town Center pedestrian infrastructure, specifically crossing the Pike and the steps/bridge to Metro. Cambria guests come and go on Metro. Better signage/wayfinding needed.
- Walk home from Metro. Walk signals don't work well at Fleet Street and Monroe. Cars speed through and don't respect red lights.
- The pedestrian bridge to the station is not well maintained; it's dirty and there's trash.
- Dawson's has 65 employees; most of them take the bus or train to and from work.
- Street parking is not friendly. Parking meters start at 7:00 a.m. in Rockville; start later in Bethesda.
- Crossing the Pike is difficult, especially near St. Mary's Church.

City wide

- Rockville should be promoted more as a whole, rather than broken up into neighborhoods. The City is a welcoming place and can be presented as such.
- Let's continue to shape Rockville like we've done with the Town Square. It's going to become more important in the future to live in a place where we don't rely on our cars.
- Support additional public transportation and improved walkability in all parts of Rockville.
- Would like to see food markets or other small businesses within the suburban areas so that people could walk to them and fulfil their daily needs rather than getting in their cars and sitting on Route 355.

Planning Area 2 – East Rockville

East Rockville neighborhood

- Love the diversity of the neighborhood.
- New families are moving into the neighborhood.
- East Rockville is wonderful corner of the City that is host to the City – adjacent to Metro, Town Center and all amenities. Gateways should reflect that; need better connections to Town Center, Twinbrook and West End.
- Like the concepts in the 2004 East Rockville Neighborhood Plan but think that it's well in the future –believe the Town Center will have to build out before anything happens in East Rockville.

Community Facilities

- Love that the parks are well maintained.
- Need more parks – there are several empty lots. City should buy them and turn them into small parks.
- Glad that we can keep chickens. Would like to see the City using goats to manage invasive species.
- Would like to see the David Scull community better integrated into the East Rockville community. Better pedestrian and bicycle access, better crossings that people could get to and from the park. Would like to see a community corridor connecting the neighborhoods.
- Would like to see Science Center on the County-owned property on Stonestreet.
- Discussion of APFS and underlying school crowding issues affecting the County and the City. With age turnover in the community and young families moving in there will be more children.

Economic Development

- How do we encourage small shops? Don't want big box but need to be able to buy things like socks and underwear in Rockville. Is there anything that can be done with the tax structure to help?
- Has the idea of moderately priced commercial units been explored? Similar idea as MPDUs for residential, in that developers provide a certain amount of space to subsidize locally owned tenants. Something to drive foot traffic.
- Appreciate diversity of the area; noted that 1 in 3 Rockville residents were born overseas. Increasing Asian community who are bringing in small businesses – but this community does not come to meetings or engage with the neighborhood or the [business] community. How do we involve them?
- Discussion of ethnic business in Rockville and November 27 article in the Washington Post Weekend Section about restaurants at the Ritchie Center.
- Retail is difficult [impact of internet shopping]; believe that the City needs a small business grant program to attract and encourage them.

Housing

- Single-family homes are being turned into apartment houses.
- Would like to keep and promote affordable housing – need more affordable housing.
- Not against improving houses but should not be turning homes into apartments. Not happening in other parts of the City – small time developers are doing it. Need some tweaking of the regulations that doesn't prevent improvements but limits the "multi-family" expansions.

Land Use

- Don't have a problem with density at Metro
- Not opposed to higher density near Metro and on Stonestreet Avenue – but not to encroach on the core of the neighborhood.
- Saw potential in the neighborhood – think that there is potential not yet realized in the Stonestreet and Metro areas. Would like to see Metro site redeveloped.

- Want to build in the neighborhood; own an 18,000 square foot lot with a small house at the intersection of Park Road and Stonestreet Avenue. It's not an appropriate location for a house; would like to do something different – townhomes/row houses, or a small apartment building.
- Would like to see East Rockville Neighborhood Plans implemented.
- Like the density of the apartments at Veirs Mill Road and First Street and right beside the tracks at Grosvenor Metro Station. Not high rises like Duball.
- Would like to see the numbers as to what density might work or be needed on the Metro site.
- Great neighborhood – hidden gem with affordable prices that's near Metro and Town Center.
- Density: have to tackle the shorter term issue of demand to live in the neighborhood with the way the neighborhood is configured. The random "apartment" buildings (expanded single family homes being used as rooming houses) affects the quality of life of the neighborhood.
- Not against higher density: would like to see townhouses or small apartment buildings on Stonestreet Avenue and at Stonestreet Avenue/Park Road. Need a hybrid solution – would rather see honest apartments than dishonest houses. Not against renters.
- Would like to see changes to the Zoning Ordinance to expand the uses. For example, why can't Baying Hound serve food? [one of the changes recommended in the Industrial Study]
- Pro smart growth and density near Metro. Big east-west disconnect [in the Metro DC area] lots of jobs here but need more workforce housing.

Transportation

- Difficult to cross 355 to get to Town Center.
- Like that the neighborhood is walkable and that it has access to the Metro (and transit in general) and Town Center but need more/better crossings to link the areas together. Need a more integrated feel with better pedestrian and bicycle access.
- Don't see BRT coming – think there will be great advances in the field of electric cars and that we should be accommodating them.
- Disagree about transit – think that it's going to be vital for getting around in the future. There may be car-sharing services, and Uber-type solutions too, but we don't need more roads.
- Believe the individual auto will be a thing of the past by 2040 – millennials not buying cars but using Uber and car share services as well as transit and bike/walk. Need car-sharing places and to get rid of parking minimums [in the zoning ordinance]. Don't believe in expanding Metro but BRT is quick and inexpensive, compared to rail. We need to pull growth in to core areas and transit is important to that.
- The Unity Bridge is falling apart – it's important and needs to be repaired or replaced. Understand why the bridge near St. Mary's was not replaced but we need more – and better – connections.
- Need separate bike paths on Rt. 355 – but think the Rockville Pike plan is over-engineered.

- Would like safer biking for everyone – the traffic calming on North Horners Lane has slowed vehicles but has made the road difficult for bicycles.
- Want good walking and bike facilities/routes.
- Murals would improve the look of Metro
- Need to build on our assets – like Metro – needs to be redeveloped using the air rights over the tracks. More workers in the downtown would help the businesses.
- Connectivity – walking and biking is important. Many young families are moving in and children need safe routes to school.
- Need better east-west access – another bridge – understand \$1.2 million was too much to replace St. Mary's bridge but another connection is needed.
- The area of Park Road/Hungerford Drive/Middle Lane is very dangerous for pedestrians. Difficult to cross Hungerford and using the metro bridge adds to the journey. Can also be difficult at Park Road and North Horners Lane. Would like to see more red light cameras.

City wide

- Need a beautiful gateway to Town Center.

Planning Area 3 – Hungerford, Lynfield and New Mark Commons

Hungerford et al neighborhoods

- General agreement that it's a very nice place to live but that a few things could be improved.

New Mark Commons

- Residents maintain their own lake and also pay storm water fees.
- Potomac Nursing home has still not expanded.
- Plan language on Don Mills Court issue – needs to be explicit that the agreement should run with the properties, not the owners.

Hungerford

- Looking forward to RM#5 school but concerned about plans to bring all the traffic through Edmonston. Want the new school built, but will the proposed entrance work? Can't there be an entrance onto Wootton Parkway?

Community Facilities

- Love the City's parks, green spaces, trees and playgrounds.
- Concern about invasive species; they're hurting trees. It's a huge problem and will be more costly to deal with if the City doesn't do something soon. The Parks department has not responded to requests to remove poison ivy. [a native plant?]
- Concern about the number of deer.
- The lights are out at Elwood Smith; it's very dark and unsafe feeling.
- Discussion of neighborhood turnover having more impact on school enrollment than new development.

Land Use

- Concern about impending development at Tower Oaks. Could there be senior housing there? Would like to see more senior housing that is one level living, or townhouses with elevators.
- Concern about aging in place – would love a house on one level but the cost of land is high.

Traffic and Transportation

- Lights are out of sync at Route 28/Rockville Pike and traffic backs up. Is there any possibility of a grade-separated interchange (like at Pike and Montrose)?
- Love bikeshare and would like to see it expanded into the neighborhoods.
- BRT is a great idea – smart way to do transit – support both the CCT and the BRT proposals.
- [Everyone agreed that] the Falls Road/1-270 interchange is bad; the northbound exit ramp onto Falls Road/Maryland Avenue is particularly dangerous. Perhaps left turns should be limited?
- Many problems with the Falls Road/Maryland Avenue interchange – it's very dangerous. The Julius West Middle School zone ends in the middle of Maryland Avenue. Why is that? City should lobby the County/State for improvements.
- The sidewalks near Julius West are too narrow for the children to walk.
- Concern about Richard Montgomery pupils walking on Fleet Street.
- Traffic is bad but prior long range plans (for managing it better) have been abandoned. Wootton Parkway was to be Rt. 28 but Rockshire complained and the City abandoned the idea. Would have protected the West Montgomery Avenue historic district. Making Gude Drive Rt. 28 would keep heavy traffic out too but the politics did not go that way either.
- City should look to enhance movement: it takes small acts of courage. Take Fleet Street – the City punted – it still owns the right of way – and could build it in the future. Would like to see the City stand up and do the right thing for circulation. If Rockville Pike is going to become more interesting we need to find other collectors – other ways to move traffic.
- The pedestrian tunnel under Maryland Avenue is very badly lit.
- Why is the speed limit on Maryland Avenue different on each side of the road?
- Veirs Mill Road/First Street and First Street/Rockville Pike are terrible intersections.

City wide

- Town Center stores do not seem to keep fully occupied. Beer and wine stickers on empty stores for months; when are they going to open? Why do the owners have trouble keeping the stores leased?
- Concerned, like others, that the downtown never seems to thrive. Hope the current idea succeeds.
- Town Center circulation is a challenge too. The City should help move traffic around and remove impediments, like the right in right out on North Washington Street, and take the pressure off Maryland Avenue and the Jefferson Street/Maryland Avenue interchange. All types of things that would make downtown more accessible/workable/viable.

- Like others, miss Mack's Hardware.
- Concerned about the bike lanes on Middle Lane – traffic turning into garages doesn't always see the cyclists. Perhaps the lanes could be painted a different color so they stand out?

Planning Area 4 – West End, Woodley Gardens East-West

West End Woodley Gardens East West Neighborhood

- Like the neighborhood the way it is.
- Would like to keep it the same. Great neighborhood with tree-lined avenues.
- Like the general character of the neighborhood.
- Keen to preserve the neighborhood character, the small town feel.
- Would like to preserve the residential character of the neighborhood.
- Lived in West End for two years – bought the house because of the beautiful neighborhood. Walk to Town Center. Feels as if development getting closer and traffic increasing.
- Appreciate living here; the neighbors are wonderful.
- Want to preserve historic resources.
- The neighborhood is very convenient; feel blessed to live here. There's a sense of community. It's safe for kids.
- There are problems at the edges of the neighborhood. West End is open (King Farm has an HOA), it's a constant struggle to maintain.

Community Facilities

- There is concern about the concentration of institutional uses in the neighborhoods.
- The uncertainty about the long term plans for Rock Terrace School site is cause for concern. Special education programs will be moved away. What will happen with the property?
- Some are very unhappy about the location and expansion plans of the Jehovah's Witness church since it doesn't cater to the neighborhood and causes traffic issues.
- Welsh Park needs more lights for safety; problems were noted on the south side, both east and west. The pathway through the woods is also dark at night, with insufficient lighting. Is there a way to get better lighting without bothering homes nearby?
- There is a drug problem in Welsh Park, near the Skate Park.
- Homeless people sleep in Welsh Park.
- Better drainage at the tennis courts would be helpful.
- There is no dedicated parking for Monument Park, which causes considerable problems on Monument Street because people park on both sides of the street during baseball games and practices.
- PEPCO has butchered too many trees. Some of the biggest and finest trees have been cut down or trimmed back too severely.
- What is happening with the Fire Department? It uses valuable Town Center space. Could they move across to the other side of Hungerford Drive?
- Concerned about school overcrowding.

- Can the City do something about the deer problem? They've been eating new trees that the City, and private citizens, had planted. It's very sad.
- Sometimes I'm afraid to get out of the car because there are so many deer around. This morning there were eight in the backyard and this afternoon five in the front yard when I came home.
- Infrastructure maintenance is very important. The Public Works schedule is too slow. Need an amortization plan for water and sewer.

Economic Development

- The Town Center retail does not appear to be doing well. Would love a decent hardware store.
- FRIT could do more advertising for the amenities in Town Square. The winter ice rink is unique but it's not well advertised. They need to do more – display on Metro buses etc. They do more advertising for Congressional Plaza.
- Dawson's is nice but too pricey.
- Don't like the number of empty stores in Town Square.
- Want Dawson's to survive. They have 10% off on Wednesday – have advocated with them, they know the prices are high and are trying to work on it.
- Shop at Harris Teeter at Crown Farm.
- FRIT seems to be spending too much time on Pike and Rose and not enough time on Town Square.
- Want more variety of shopping. Independent coffee shops, better balance between chain stores and independent stores. Cannot buy basic needs in the City.

Housing

- Concerns about mansionization, that the character of the neighborhood is being compromised by "McMansions".
- One participant felt that houses should be no taller than 40 feet high.
- Some participants strongly supported affordable housing, especially on the eastern border of the area, where it would be close to amenities, including transit. Other participants did not support the idea.
- Concerns about mansionization, non-resident landlords and multiple families in the same house. There appears to be overcrowding.
- Have to get used to some of the houses that have gone up and "judge by the people that buy it". Would like some attempt to mitigate the difference in heights.
- Need a thoughtful plan for affordable housing. The MPDU program is not adequate and the wait is too long.
- Worried about the massive new houses that are going up.
- Would consider a Conservation District but many owners do not want the City to limit their property rights.
- Post World War II housing is too small; new housing will be multifamily.

Land Use

- Cherish the neighborhood and the older homes. It's a mixture of 19th century, early 20th century, post-World War II and some into the 1960s. Have the sense that significantly more than half the homes date from before 1970. There are newer homes, and

townhomes, in parts of the community (Rose Hill and Rose Hill Falls for example) but the streetscapes match older areas.

- 40 years ago Woodley Gardens E-W was the place – brick homes, tree-lined streets.
- Live in the transitional zone and have different uses around – would like to retain the residential flavor.
- Rockville is very car centric, which takes a lot of land resources. Need better connections and facilities for biking and transit.
- Concern about the encroachment of commercial uses into the West End.
- There are too many institutional uses in the neighborhood.

Transportation

- Would like better and additional pedestrian and bicycle connections, but not open to additional connections for automobile traffic.
- Like to walk from West End to the Senior Center.
- There's a problem with a lack of adequate street lighting in the West End. Forest Avenue/Anderson Avenue is a particular problem.
- Sidewalks on Anderson Avenue are a wonderful thing. It makes walking easier; children are walking to school and neighbors are meeting each other.
- Disturbed by the Bicycle Plan proposals. Streets are narrow and there is parking on both sides.
- Speed cameras appear to be effective with speeding; there is a problem with speeding on Great Falls Road.
- There is a lot of speeding on Maryland Avenue.
- "Interior transportation" is not adequate. Need some kind of circulator.
- Discussion of adding lights at certain intersections on West Montgomery Avenue and Mannakee Street; people also noted that too many lights too close together could be a problem too.
- Like the sidewalks on Anderson Avenue but disappointed that 17 trees came down to build them. The street was a tree-lined grove.
- West Montgomery Avenue can be hazardous for pedestrians and bicyclists: the sidewalks are narrow (or non-existent) and it's difficult to cross the street. The sidewalks need to be repaired and new bikeways installed.
- Discussion of improving safety for bicyclists; crossing the bike bridge from west of I-270 to the east leaves poor options. The sidewalk is not good if you want to continue straight and it's hard/hazardous to cross West Montgomery to the north, especially riding with children.
- Woefully inadequate inexpensive transit; people will keep using their cars.
- There is too much traffic on West Montgomery Avenue. Couldn't some of the traffic use other routes, such as Gude or Redland?
- More money needs to be spent on Metro to make it reliable. How much does the City have a say in regard to Metro?
- The following intersections are dangerous:
 - Mannakee Street and West Montgomery Avenue – could it be controlled better by limiting left turns?
 - Mannakee Street and Martins Lane.

- The circle at Mannakee and Beall. “At least four times a year” people go the wrong way on the circle. Would not want to eliminate the circle, but perhaps there could be better signage. Better sidewalks in the area would help too.
- Nelson Street and West Montgomery Avenue.
- Laird Street and West Montgomery Avenue.
- West Montgomery Avenue, Great Falls Road and West Jefferson Street.
- Beall Avenue, Carr Avenue and Nelson Street.
- The topography at Anderson Avenue and hedges at the intersection with Lynch Street, Lockett Street and Anderson Avenue are problems because of poor visibility and cars parked on the street.

City wide

- Need better ways to access Montgomery College, particularly coming from the west side to the east side of I-270.
- Montgomery College is a great resource for City, but it’s also a challenge because of the amount of traffic it generates.
- Montgomery College, the Rock Terrace School site and the Carver School site were identified as critical parcels sites.
- There are too many “high rise” apartments in the Town Center. Are they all filled? They seem dark in the evening.
- Parking for Town Center spills over into the neighborhood.
- Town Center is very ordinary – need better restaurants. Understand a Russian Tea Room is coming, might help.
- Need a hardware store – going to Home Depot is difficult.
- The library is good – it’s the best draw for Town Center. Like to see the families gathering but the events can be too loud.
- Would like to see the Town Center prosper a little more.
- Some improvements have been made to the Town Center but there are still parking issues. Will there be enough additional parking when north of Beall is developed? (Staff responded that each new development needs to provide its own parking.)
- Grandchildren love Town Center – love the diversity, the fountains, the noise.
- NORC or “Naturally Occurring Retirement Community” is a new concept. Rockville could get a little top-heavy with seniors.
- Really need to build Town Center up to bring in more people.
- Need more residential in Town Center to support the shops. Retail difficult, it’s all turning into food courts. People are shopping on Amazon.

Planning Area 5 – Woodley Gardens and College Gardens

Woodley Gardens and College Gardens neighborhood

- Like the quietness in the neighborhood
- Neighborhood allows a wide variety of income ranges to live in it
- Quiet neighborhood, able to walk to stores.
- Younger people are not aware of what is going on; need to get them more involved. Surprised and disappointed that only a few younger people come out to meetings.

- Young couples and young families are starting to move into the area (especially around Aster and Blossom); they want to be in an area with good schools and College Gardens and Woodley Gardens are good positions and more affordable than many neighborhoods.

Community Facilities

- Parks and woods – preserve every tree.
- Would like more Dog Parks.
- MCPS should put in another school. Concerned about the future of the Rock Terrace site.
- The field at Princeton Place and Fordham is dedicated property and cannot be developed; it's part of Upper Watts Branch, owned by the City and a Park Zone. It's also a migration area for birds – people come with their binoculars to see them.
- College Gardens Park and pond are great.
- Anderson Park is underused.
- Would like child care and social services to serve the College population.
- The fountain doesn't spout in Anderson Park.
- The College could serve the senior population too.

Economic Development

- Happy to have a grocery store (New York Mart), although it smells
- The stores used to be better in both College Gardens and Woodley Gardens shopping centers – wish more desirable stores like MOMs (My Organic Market) or Strosneiders (hardware) could be recruited
- Years ago College Plaza was a busy center: ToysRUs, a hardware store, gas station, grocery store, beauty shops. There was a much better mix.
- 30 – 40,000 people come to Montgomery College but not much revenue is generated by that population. It's the biggest activity generator in Rockville but not much comes of it. How could we build upon this population? How to get them to stay in town and spend. Look at the example of Richard Montgomery HS students who spend time and money in the Town Center and Ritchie Center.
- What about a solar or wind farm on the gas company site (across Hungerford Drive and in the County?)

Housing

- Neighborhood has a variety of people from different generations; some buying the houses they grew up in.
- Need to provide more housing for Montgomery College employees and students.
- Need workforce housing.

Land Use

- Entrance through College Parkway is ugly because of the look of the shopping center and the gas company site (which is in the County). Would like to make it a more attractive entrance and improve the maintenance on the gas site.
- There is a problem with projects not facing the road; there's no invitation to come in.

- Work towards building a neighborhood enclave.
- Need a holistic approach with a mix of uses, living and working areas and access to amenities like child care and health services that could support people of different ages.
- Like the design of having only a few ways in by car but recognize that there is a tradeoff between insulation and access.
- Is mixed use zoning good if it allows all-residential?
- Will “millennials” want to live downtown (DC) when they have children?

Transportation

- Would like more transportation options, BRT, trolleys, bike paths.
- Montgomery College should allow access from the neighborhood for pedestrians and bicycles: the path should reopen.
- Need a safe path from Montgomery College to the Town Center. Need to negotiate with the College to open up the fence.
- Would like to have less dependence on cars.
- Would like more bike share stations.
- Like the sidewalks and bikeways but would like more connections to both Town Center and King Farm. It’s difficult for families from King Farm to walk their children to College Gardens Elementary school.
- Always looking to avoid using Rockville Pike/Hungerford Drive. Have to figure out the times to travel. People have found ways through the neighborhood to get to Manatee and North Washington streets. Some people snake through parking lots.
- Would like consideration of an interchange at I-270 and West Gude Drive.
- Difficult to walk from College Gardens to Woodley Gardens – would need a bridge to go over the stream.
- Would like to be able to walk to the Senior Center, rather than drive or have to walk down to Nelson and then back up Aster or Crocus..
- Could the shopping centers be used for ride-sharing?

City wide

- The neighborhoods and Montgomery College need better, safer, pedestrian and bicycle connections to Town Center.
- Need economic development that will fill in the gaps: need a bookstore and a hardware store. Would be interesting to live in the City for a month without leaving City limits [and see if needs could be met].
- There’s a problem with places like Town Square not facing the main road; there’s no invitation to come in.
- Lower part of Rockville Pike needs a facelift as well as the portion that is Hungerford Drive.

Planning Area 6 – Lincoln Park

Lincoln Park neighborhood

- Lincoln Park overall is moving in the right direction. It's improving. The location is good. Houses are being renovated and new families moving in. It is walkable to Metro and on a bus route. Housing prices are still affordable.
- There seem to be a lot of cars per household in the neighborhood.

Community Facilities

- Make Lincoln High School a community benefit.
- The WINX property is +/- 11 acres. Could it be turned into a park? It would make a good transition from residential to industrial uses. Could encourage indoor recreational uses in the industrial buildings, adjacent to outdoor recreation at the (WINX) park.
- City Recreation Guides are not being delivered to some houses that the Post Office identifies as industrial addresses.

Economic Development

- Would like Stonestreet Avenue to have a culinary theme; small micro-brews like Baying Hound, caterers and other uses that would be compatible with the neighborhood.
- Like having the Maryvale Store and small shopping center – like the uses – but they could look better and be better quality.
- There is no public access from Gude to the gas fields.

Housing

- Would like to ensure that the Conservation District regulations are being adhered to.
- On-going Code Enforcement is important.

Land Use

- Mayor Newton has discussed with James Song of MCPS ideas for making the +/- 11 acres owned by MCPS more integrated into the residential community. Could use the urban row house at 302 Lincoln as a prototype for a new row house development along Stonestreet Avenue. The homes could have access off of rear alleys.
- There used to be an alley between Elizabeth and Ashley Avenues.
- The garage and body shop on Frederick Avenue is non-conforming. It looks awful; don't want it there.
- Lincoln Park neighborhood is surrounded on three sides by industrial uses. Would like to see the industrial be redeveloped as something else.
- Would like more commercial/retail on Stonestreet Avenue.

Transportation

- Would like improved connectivity between neighborhoods for bikes and pedestrians. Could use the alleys and other rights-of-way.

- There is a problem with cut-through traffic. Even tractor-trailers cut through the neighborhood.
- Would like better transportation options, like a circulator that could pick-up in the neighborhood and travel to Town Center and other destinations.
- There's no bike share station in Town Square. Should be one there.

City wide

- The Park Road underpass is dingy. Could the area, and the intersection with Hungerford, be made to look better?
- There was a 1991 plan to take all trucks off neighborhood streets in the West End, but it was never implemented.
- Discussion of parking in Town Center: some don't like it, others were less concerned.
- Walk or bike to Town Center a lot for the library, Farmer's Market, Dawson's.
- Would like to see a department store in Rockville. There used to be a J.C. Penny's in Congressional Plaza.
- Would like a variety/hardware store like ACE or Strosnider's – a store to serve practical, everyday needs, with personal service, especially for all the new apartment dwellers. Perhaps Stonestreet would be a good location? Not a Home Depot-type store.

Planning Area 7 – Twinbrook Forest and Northeast Rockville

Twinbrook Forest neighborhoods

- Love the neighborhood; have block parties.
- Would love some kind of entertainment that we could walk to – something to take children to as well as a bar/restaurant. Need a place to “hang out”.
- Have seen more and more young families coming into the neighborhood.
- Need to spend money in the neighborhoods rather than millions on a new bus system.
- Need sidewalks at the shopping center.
- Street lights need improvement throughout the area.

Community Facilities

- Concerns about the future of the [Twinbrook] library; it should be expanded. More computers are needed.
- Have asked for an outdoor amphitheater at Glenview, to use the space and provide a place for the community to gather.
- Concerned about the County's maintenance of their facilities: Broome, the Library, the school.
- Have concern about Broome as a holding school; what will be the impact on traffic.

Economic Development

- Concerned about the Safeway at the Twinbrook Shopping Center closing. The area could become a borderline food desert. Access to a car helps, but if someone can't get to the stores on Route 28, it could be difficult to get produce etc.
- Would love a good grocery store that we could walk to.

Land Use

- Twinbrook Shopping Center: 2009 plan's building heights are too high; should be more like heights of the apartment buildings at the corner of First Street and Veirs Mill Road.
- If center redevelops, keep it service oriented to the immediate neighborhoods. Would like a new grocery store.
- Lighting in the commercial areas is not good; concerns about safety there. Plus loitering and littering.
- Dislike the Twinbrook shopping center. Angles are wrong at Atlantic Avenue; if it redevelops put in a pedestrian/bike connection rather than a road.
- Dislike the Burgundy shopping center but the traffic flow/circulation restricts doing anything.

Transportation

- BRT stations along the Veirs Mill Road: most in favor of three stops along the corridor.
- Discussion of the relative benefits of "rapid" with few stops vs. the convenience of more stops.
- Suggested stop at Atlantic Avenue (at Twinbrook Shopping Center/library), First Street and one in between.
- Traffic very bad at the intersection of Veirs Mill Road and First Street
- Why not have pull-offs on Veirs Mill Road so that traffic doesn't pile up behind stopped buses?
- Baltimore Road is very narrow and has lots of potholes.
- When is Baltimore Road going to be improved? The renovation is taking a very long time – we've heard it's coming soon for years.
- Street lights are not adequate in all parts of the neighborhood.
- The lights at the (Twinbrook) metro station are outdated. Need to make sure that there is good lighting at all transit stops.
- Street lights go out and no one reports them; people don't know who to call.
- Traffic light at Veirs Mill and Broadwood took years to install because the neighbors disagreed about it.
- Consider widening Twinbrook Parkway at the intersection with Veirs Mill Road.
- Keep free parking at the library if the center redevelops.
- There are buses, but they only run every 30 minutes. It's a real problem for those who don't drive. How will people without a car manage when the Safeway closes?
- BRT question: will school buses be able to use the bus queue jumpers?
- Narrow streets in the area, so not a lot of bike lanes.
- The traffic calming on Twinbrook Parkway doesn't work; we need lights.

- Cut-through traffic on Forbes creates back-ups in the neighborhood.
- Difficulty of left turns at the intersection of Veirs Mill and Atlantic.

Planning Area 8 - Twinbrook

Twinbrook Neighborhood

- Like the neighborhood and don't want it to change. Like the yards. Young people with families are moving in. They don't come for jobs – commute to somewhere else.
- Neighborhood mostly feels safe but concerned about the number of half-way houses (private (non-profit) and county-sponsored) for formerly incarcerated people. Support people reintegrating into the community but there seems to be too many in the Twinbrook neighborhood.
- Concerned about the safety of the area behind the Twinbrook Mart; it backs onto a park and is not well lit. The area around the McDonalds and the 7 -11 is not well lit either and there is loitering and littering.
- Would like a place to walk to for dinner.
- Some don't support chickens, but others have found that, given Twinbrook's smaller lot sizes, chickens are not prevalent.
- Pleasant neighborhood; don't want huge new developments.
- Live on a cul-de-sac and have neighbors from all over the world. Like the diversity. People feel safe – the neighbors are nosey. I like that. The area is attractive to young families but not to young unmarried people. Elderly people like me are an asset to the neighborhood, bring stability and longevity. Nobody is afraid of us.
- There is opposition to growth; need density for better retail, amenities.

Twinbrook Metro Station area

- Area needs a community gathering space; tot lots, band shells etc. Kids need somewhere to go, and things to do.
- Twinbrook Metro station is very plain; worst on the Red Line in terms of overall aesthetics. Would like to see more "beautiful things" in the area.
- Twinbrook Metro station needs another escalator.
- Need to improve the access to Metro from Twinbrook Parkway.
- This area may develop into a new downtown-like area.
- Not opposed to office buildings, incubators, employment.
- Other Metro stations have a way across the Pike (355): Friendship Heights, Bethesda, White Flint have tunnels and Rockville has the bridge. Twinbrook needs a safer way to cross the Pike.
- Concerned about the interaction of the new HHS building with the neighborhood and Metro. Will bring additional traffic.

Community Facilities

- Concerns about the future of the (privately owned) Twinbrook Swimming Pool. The pool has a five-year plan to make a portion of it indoors but needs to raise funds.
- Concerns about delayed maintenance at the Twinbrook Elementary School. The renovation date keeps being pushed back.
- Concerns about Twinbrook Elementary school: neighbors, the City – everyone – needs to chip in.
- People move out of the neighborhood, or send their children to private schools, because of problems with Twinbrook Elementary school.
- Concerned about Rockcrest Park. Tennis courts were turned into a Skate Park, then that was dismantled. What’s going to happen there? The Community Center is used for ballet.
- Hillcrest Park is not optimized – better lighting and access would improve value to the neighborhood. Basketball court is used; some people play tennis. Never see the softball fields being used. There is almost no parking and the bathrooms appear to be always locked. It needs better lighting and layout.
- Appreciate the water system upgrades.
- Certain parts of the neighborhood, mainly in the southern areas, suffer power outages.

Economic Development

- Retail is always evolving; tried to buy something at Twinbrook Mart but it’s difficult as it’s a condominium, and all individual owners. It’s a difficult site, too.
- One participant felt that more density was needed.
- Reason why Maryland does not do well with business people as Virginia is the “right to work” laws; it’s got nothing to do with economics.

Housing

- Overcrowding and inadequate code enforcement are issues.
- Turnover and expansion are natural processes and we should anticipate them.
- Concern about a few empty homes in the neighborhood.
- It’s difficult to age in place; the sidewalks are not well-maintained and it’s difficult to get about.
- Would like to keep the neighborhoods.
- Twinbrook has wonderful homes for good value but “millennials” are less interested.
- Maybe senior housing would work in current Lewis Avenue industrial area, if it should redevelop.

Land Use

- It will be bad when the Safeway at Twinbrook Shopping Center closes. Concerned about what will happen at that center.
- Twinbrook Shopping Center looks shabby and untended; there’s dirty and broken windows and chewing gum all over the sidewalk. It has signs of going downhill. There are many people spending money there, at the bakery and the chicken place. Why isn’t

it like Fallsgrrove? That's on a main road too. Happy with the neighborhood, but not the shopping center.

- Twinbrook Mart needs improvement.
- Heights were lowered but people should be able to improve their houses.
- Would consider duplexes for affordability.
- The Twinbrook Shopping Center is strategically located; it could work for redevelopment but would need more density and infrastructure repair.

Transportation

- A BRT stop at Veirs Mill Road and Atlantic Avenue makes sense.
- BRT stop at Atlantic Avenue would make sense. People cut through the neighborhood from the apartments and board the bus there now.
- What problem is BRT trying to solve? If it does go ahead, it makes sense to have a stop at Atlantic Avenue.
- Would support a more frequent circulator bus.
- Narrow streets in the area, so not a lot of bike lanes.
- Need another way to get out of the neighborhood: Ardennes Avenue/Twinbrook Parkway to Rockville Pike gets very backed up.
- Need organized signed walking trails and wider sidewalks.
- Need more east-west links to the Pike; need better access, not just Twinbrook Parkway and Edmonston.
- Need better pedestrian access to the Pike; another bridge across the railroad tracks would be good. Understand that creating a way to go over/under CSX will be difficult but should be explored.
- Need more bike infrastructure, bike racks. Are there grants for this?
- Bikes are tied up at bus shelters; need bike racks at the bus shelters.
- City trails should connect to county trails on Fishers Lane that connect to Rock Creek Park and the wider area trail system. Connect Lewis Avenue through to Twinbrook Parkway.
- An elevated platform to watch the trains would be nice.
- People will continue to love their cars.
- Can catch bus three blocks from home; ride it to Twinbrook Metro. Also use car and walk to CVS/Safeway/Post Office.
- Twinbrook Parkway should be improved for biking; there are no shoulders and the sidewalks are narrow.

City wide

- Some residents of Twinbrook are beginning to regard Pike and Rose as their new downtown; it's within walking distance from the southern areas.
- What do we want Rockville to look like? What is our architectural style? (Washington DC has a style). Should think about style, what kind of materials, what colors.
- Concern about losing the character of the place with so many "cookie cutter" developments that are popping up.
- Don't feel connections to King Farm and Town Center.

- B.F. Saul has assembled 17 acres for a redevelopment project for the Pike, north of the Metro station. Negotiations continue with landowners to complete site assembly. Saul has decided not to construct a project that had already been approved for a portion of the site; their plan is to balance density with new open space, shopping dining and other amenities.

Planning Area 9 – Rockville Pike

Rockville Pike neighborhood

- B.F. Saul has assembled 17 acres for a redevelopment project for the Pike, north of the Metro station. Negotiations continue with landowners to complete site assembly. Saul has decided not to construct a project that had already been approved for a portion of the site; their plan is to balance density with new open space, shopping dining and other amenities.
- This area is the most expensive place to build in the region.

Economic Development

- Visibility is key for retail on Rockville Pike.
- This area, and especially Rockville, has the worst signage regulations in the country.
- Restrictions make it hard to permit retailers to have their own themes. All of the colors for each shopping center have to be the same. Must be uniform. Makes it difficult for businesses.
- To get strong rents, you need critical mass.
- Investment needs to be profitable, or it won't happen.

Housing

- There is nothing wrong with apartments.
- Rental vs. ownership should not be an issue.

Land Use

- The 1989 Plan was not “buildable”, which is why there was very little development over that period.
- Couldn't get enough density to warrant the investment in the area.
- Couldn't get enough density to support building below-grade parking garages.
- The new plan will be a waste if sufficient investment is not accommodated.
- Signage regulations make it hard to find things. Need to permit better indicators. Need to permit flexibility.
- Argues for getting rid of access roads and allowing taller heights, for more density. Without it, property owners will not invest in their properties; they'll stay as they are.

Transportation

- Lanes should be narrowed and traffic slowed down.
- Make traffic manageable by slowing it down.
- Don't widen the Pike.
- Should get rid of access roads.

City wide

- Where is Town Square? It's hard to find.

Planning Area 10 – Montrose

Montrose Neighborhood

- There is no civic association in the area. There used to be one 15 – 20 years ago.
- Grateful that two residents have taken the Chabad House issue on. The best thing to come out of the whole problem is that we've got to know our neighbors.
- Like to walk in the neighborhood.
- Concerned about the neighborhood. There are issues with noise, trash, parking, double-parking, but the neighbors have not received notices and nothing happens.
- Problems with Chabad House are not an issue of being anti-religious. Compare Chabad to the Ezras Israel Congregation who are very quiet, respectful of the neighborhood.
- Many retirees in the neighborhood; a goal is to age in place.

Rockville Pike/Twinbrook Metro

- How urban do we want to be? Don't like Pike and Rose. 5 – 6 floors is high enough.
- Pike has not been pedestrian friendly. Crossing it is very difficult.
- Mixed points of view as to redevelopment of the Pike. Some do not like density and don't believe it will make the place more walkable. Others disagreed.

Community Facilities

- Many good things in the neighborhood. One is the playground – dozens of kids play there and have such fun.
- The playground is used after dark, even when the lighting has been turned off. Sometimes the tennis courts are brightly lit, with no-one playing tennis, while right next to them the playground is dark, with people playing there. Could it be lit?
- The Community Center and fields are great. Used for Sunday morning soccer, Thai Chi, tennis.
- The volleyball court does not seem to be used much.
- Would like Community Garden plots in the neighborhood.
- The baseball diamond is frequently wet, with standing water. Needs better drainage.
- Could there be more bbqs in the park.

- Children are crossing the street from the apartments to the playground; there should be marked cross-walks across from the park/playground.
- Would like a practice wall at the tennis courts.
- The Community Center could be a broader and wider thing. One participant remembered taking a yoga class there but now it's only used for childcare. Couldn't it be used for more?
- Could the [private] pool parking lot be used for a City Community Center?
- Could the City work out a deal with the private pool for neighbors to use the pool area?
- Montrose Woods Park is not used much. A few years ago there was exploration of a hiker-biker trail but Rec and Parks determined that the banks had eroded too much and that there was no way to make an ADA-compliant path.
- Sometimes people cut through the park, and across the stream, to get to the townhouses in Tildenwood on the other side.
- Sometimes there are homeless people in Montrose Woods Park.
- Forestry folks are very responsive: called early one morning about a hornets nest. Forestry came by 10 a.m. and took care of it. Was very impressed with the service.

Economic Development

- Great access to shopping.
- Wish CVS were still on the Montrose side of the Pike. Crossing over the Pike is very difficult.

Housing

- Concerned about housing upkeep and general housing code problems; foreclosures have also been a problem. It's bordering on a slum in some areas.
- Housing Code enforcement has been very responsive but there are a number of problems: vines growing all over the homes, hedges blocking the sidewalks, no snow removal etc.
- Some residents don't bring in their trash cans; some people put out trash days early. People don't know the rules. Need to do a door-to-door to inform people of them; people don't read Rockville Reports.
- Keep the cul-de-sacs.

Land Use

- General concern about the activities of the Chabad House. The residents have been involved since the issue started some years ago. The City has received numerous notes and emails but nothing has happened. The house creates a big noise – they're not adhering to the strict guidelines. On the original use permit Chabad said they didn't need parking but 95% of people drive there and park in the neighborhood. They smoke cigarettes. They've been using the upper level; now they want to have day care and hold classes. There are many unsupervised children outside screaming and crying. All of this activity causes stress for the neighbors.

Transportation

- Issues with speeding cars on Rollins Avenue, especially late at night. Sometimes cars are going 50 – 60 mph. Traffic calming is needed as well as speed cameras and enforcement. Not sure whether there is enough space for a traffic circle.
- Circuitous route for entering the neighborhood via left turn on Jefferson and another left into the neighborhood because of prohibition on left turns onto Evelyn or Wilmart from Montrose when travelling east. However, many people make the left turn which can be a bit dangerous as pedestrians are not always looking for people making the prohibited turn.
- City needs to enforce the Parking Permits on Rollins Avenue. Residents call the Police non-emergency number and no-one comes. There is no enforcement of these permits.
- Would like to take a bus from Montrose to the Rockville Library in Rockville Town Center.
- Lighting is very bad in some places, particularly Lorraine Drive, Lorre Drive, Wilmart Street and Mark Lane.
- The traffic light is out of sync at East Jefferson Street and Rollins Avenue. Can't turn between 4 and 6.
- Would like to see a light at East Jefferson Street and Congressional Lane. (Several others noted that the current four-way Stop sign works well for them.)
- Would like to see additional bike routes through the neighborhood.
- It's easy to walk to Congressional shopping center; some also walk to Federal Plaza.
- There should be marked cross-walks across from the park/playground. There should be two crosswalks on Congressional Lane between East Jefferson and Rollins.
- It would be great to get a bike/walk path along the edge of Woodmont County Club.
- Not happy with all of the renovated sidewalks – appear to be inferior materials and freeze fast.

City wide

- Need to do a better job of publishing Town Center parking. (People don't know that you can have the parking validated.)
- Mixed views on Town Center; many like it, some do not.
- Don't like parking garages; need wider spaces in parking garages. Like to go to Harris Teeter, but always park outside.
- Concerned about the heights of the proposed EYA project. [At Tower Oaks]
- Appreciates the City services; they're the best.

Planning Area 11 – North Farm

North Farm Neighborhood

- City/County issues – the neighborhood is right on the southern boundary of the City and has an affinity with the Old Farm area south of Montrose and outside of City limits. (The two areas are in the same school cluster.)

- Neighborhood is very nice and well maintained. Like the tree-lined streets.

Rockville Pike/Twinbrook Metro

- Everyone complains about traffic on Rockville Pike and everyone has developed work-arounds: different times, back roads, etc.
- Staff noted that the City and County planning staffs do coordinate and meet on a regular basis. County is guided by the “Wedges and Corridors” plan and is guiding growth towards the 355 corridor – i.e. White Flint.

Community Facilities

- Thirty five years ago the neighborhood fought to go to Woodward High School (former school on Old Georgetown Road, south of City limits) but people might feel differently now. Maybe North Farm should be in the Richard Montgomery cluster?

Housing

- North Farm population is aging and new people are moving in with young children.
- Does the City want to serve seniors? There was a discussion of campus style vs. non-campus senior housing.

Land Use

- Concerned about density and height of EYA project on Preserve Parkway in Tower Oaks. Feel that one hundred feet is too tall and that they may see it from their homes. 365 units, mix of single-family, town home and apartments are proposed; that’s 1 ½ times the size of North Farm. Worried about the effect on the quality of life in the neighborhood.
- If the site has to be developed, glad that it’s residential and not office but still worried about traffic impact. Understand that the target market is adults aged 55 and older.
- Developer has stated that they need the proposed heights and density in order to provide the amenities, such as green space, that the City requires.
- Other participants did not see a problem as Boston Properties promised, during the meetings held with the neighborhood, that the buildings would not be seen from North Farm and EYA designs beautiful projects.
- Noted that almost all new development will be redevelopment of existing sites; there is very little unused developable land left.
- While participants like their neighborhood they acknowledged the issues of the existing development pattern in that no cut-through traffic also means that cars have no place else to go and traffic is all directed towards a few roads.
- Should anticipate that Woodmont Country Club will be there well into the future.

Transportation

- There is not enough street parking in the Tower Oaks area. Clyde's already has cars everywhere.
- Concerned that the buses run less frequently than they used to; how will people get to the proposed EYA project?
- Concern that Metro is at capacity; one of the meeting participants gets on at Rockville at 8:00 a.m. and there are no seats.
- The North Farm Park is used as a "pick up" and "drop off" point for car pooling.

City wide

- Everyone visits Town Center for restaurants, movies, and the library.
- Rockville is a good place to live. Love the library; don't find parking there a problem. It's easy to park. The City did a good job.
- Issue of annexation of the "Great Outdoors" site on Shady Grove Road was discussed. Staff explained that the site was in the County, not within City of Rockville limits, and was adjacent to Gaithersburg, so therefore the owner could petition the City of Gaithersburg for annexation.

Planning Area 12 – Westmont (Tower Oaks)

Tower Oaks Neighborhood

- The property owners want flexibility in the use of their properties to allow for a mix of uses, residential and retail. The challenge is how to get it. Just zoning for mixed use is not enough, have to make the site attractive for business.
- Questions as to whether the PD agreement is too restrictive. Is there enough density allowed by it? Would rezoning to MXE resolve the issues? But, concerns about losing entitlements.
- The area is bucolic but has a low level of energy.

Community Facilities

- The streams are environmental assets but they make site circulation difficult.

Economic Development

- In the real estate market there is typically one viable use at a time. There is usually not a strong market for office, residential and retail all at the same time.
- Tower Oaks site is insular – can be a problem to attract businesses over other locations. A business can go to Bethesda and pay more rent but have some assurance of success.
- Everybody has been downsizing – in terms of the number of employees and especially square footage. Need less office space now. Hope to be building more office in Rockville in the future. Owners have considered various options; have beautiful renderings that are unbuildable.

- Markets are cyclical – current market conditions are not necessarily permanent conditions. Developers who are tenants in the building are looking at development potential in other places, like building millions of square feet in Loudon, Prince George’s County.
- It took 8 years to get Stanford Grill to open at 2000 Tower Oaks Boulevard. Needed zoning, signage approvals. That and Clyde’s are the only restaurants. The café in one of the buildings is ok; difficult to travel more than 10 minutes from work for lunch.

Housing

- EYA is proposing a residential development on Preserve Parkway.

Land Use

- The Tower Oaks location does have the advantages of good access and visibility from I-270.
- The location has the disadvantages of separate nodes that don’t have a sense of being connected to each other. It’s a 1980s suburban office model with a suburban road system. It’s only a mile from Rockville Town Center but there’s no easy way to get there.
- The buildings are very insular and don’t relate to each other.
- Do we need a set of urban design principles to guide future development?
- The CMP offers an opportunity to rethink the vision for areas 3 and 5 of the Planned Development concept.
- Park Potomac has a more urban street grid pattern; focus on ground floor retail and an integrated community with different types of housing, office, variety of restaurants, retail, a grocery store. It’s more intimate and pedestrian friendly.

Transportation

- Better transit connections from Tower Oaks to Rockville Pike and the metro would be good.
- Some people who would like to work for the Tower Companies (in the real estate industry) don’t own cars and don’t want to change their lifestyle for the job. (Mainly millennials). Ten years ago everyone had a car but that’s not the case today.
- Need better connections: Tower Oaks is only a mile from the Town Center and closer to the Park Potomac amenities but still need a car to get there.
- Wootton Parkway and Tower Oaks Boulevard can be a bad intersection.
- The #81 circulator bus provides service at morning/evening rush hour approximately every half an hour and stops at Rockville and White Flint stations. It’s an important amenity that needs to be expanded if the area is to thrive.
- A “trolley” or more full service circulator system was discussed.

City wide

- Perception that there is a lack of flexibility in the City.

Planning Area 13 – Orchard Ridge, Potomac Woods and Falls Ridge

Orchard Ridge Neighborhood

- Not all neighborhoods have community associations. Need to coordinate the associations as some are not active. How can Orchard Ridge and others get the information that Potomac Woods gets through its community association?

Community Facilities

- Could there be a community center in Potomac Woods Park?
- Discussion of school capacity and the impact of demographic shift as new families with young children are moving into the neighborhood.
- The Montgomery County jail was the site of the old Poor Farm. The County had small houses there; people farmed and ate what they grew.

Economic Development

- The City Sign Ordinance can be a problem for owners, who want larger and more prominent signs than the City allows. Hopefully the City and the community can work with owners.

Housing

- Would like to see homes that are accessible; like to see the Building Code include universal design (no steps, wide doors etc.) Would like to see rambler-type accessible homes, but land is expensive.

Land Use

- Participants noted that it would be nice if there were more things to walk to.
- Owner and legal representative of Finmarc, who own about 20 acres, including Potomac Woods Plaza on Fortune Terrace in the City. It's next to I-270 and the salt domes, and adjacent to Park Potomac, which is located in the County. Finmarc wants to see how Park Potomac works when fully developed, but has plans for its sites and is concerned that the current MXCD zone, with a maximum height of 75 feet, will not allow the flexibility to develop the site to its potential, or to be compatible with what's at Park Potomac. They have looked at different scenarios but height is always a constraint. Believe they will need 120 feet (as in Tower Oaks). Park Potomac is 80 – 90 feet plus. There are two condos with ten floors, plus others at five floors that are stick built. In order to provide open space and some surface parking Finmarc would need more height so that they can reduce the footprint of the buildings. They will start planning within the next two years; the Lifetime building will be the first phase, in 5 – 7 years, with the shopping center well after that as there are leases in effect.

Transportation

- Would like better walking paths through the neighborhood to connect out to Seven Locks, to get both to the shopping center on the other side of Seven Locks and to get south of the intersection of Seven Locks and Montrose.
- It's very dangerous to walk along Montrose Road (outside City limits).
- More frequent transit would be helpful, to connect the community to activity areas.

City wide

- Discussion of the Rockshire shopping center site. Like the idea of not seeing anything from the road but inward turning centers tend to fail. Damascus failed; Travilah is a disaster and is going to redevelop. Will the people of Rockville allow developers to build something that can be seen from the street?

Planning Area 14 – Rockshire and Fallsmead

Rockshire and Fallsmead Neighborhood

- Many residents have lived in the community since its inception more than forty years ago. Love the neighborhood and where they live and many hope to age in place. They moved here for the walkability, quiet neighborhoods, access to retail, interaction with neighbors, parks and facilities.
- Horizon Hill does not seem to have an active association and is not part of communications.
- Fallsmead is built out; there is no more to do.
- Many residents moved to Rockshire/Fallsmead because of access to amenities such as the former Giant grocery store and other shops at the Rockshire Shopping Center. They'd like to retain retail and neighborhood serving services at the Center.
- Need a community gathering area.

Community Facilities

- Love the greenspaces - parks, trees and streams – and would like them protected and enhanced.
- Community swimming pool is a problem. It needs upgrading but would need to fulfill ADA requirements if significant work were to be done. It's difficult to get access to the pool. Need to have easy access to the pool and maintain the green space around it.
- Would like a fenced Dog Park; people are not picking up [dog] poop.
- The Korean Church needs parking on the weekends.
- Wootton High School is a small footprint; concerned about the environmental impacts of Wootton High School expansion, especially on Watts Branch. More parking will be needed.
- The Karma Academy site should remain a park. Don't want low income housing there because of the traffic impact.

- Some participants felt that +/- 5 single-family homes would work at the Karma Academy site.
- School overcrowding is a concern as the neighborhood turns over and people with young children move in. Support for modernization for Frost [Middle School] and Wootton High School.
- Would like more facilities to support aging in place (like the Rockville Senior Center).
- Could the City purchase the Rockshire Shopping Center site for a park? Or the County purchase it for student parking?
- Would like a fitness center within walking distance.
- Need to keep an eye on the situation in the Hiwood and Dav unincorporated area in the heart of the community. They might want to annex into the City at some point if/when their septic systems fail. They're not in the WSSC service area.

Economic Development

- Is the Rockshire shopping center on REDI's radar?
- Could the City condemn the Rockshire shopping center site and then do something with it? Giant has the lease for about another year and could renew for another ten years. So nothing is going to happen unless it redevelops. Certainly nothing within the next year.
- It was noted that there is the concept of a "small business zone" where by zoning the City would require that economic returns be consistent with small businesses. This idea was well received and it was noted that small businesses on Rockville Pike will have to close if the area redevelops.
- Parking is an issue in commercial areas all across the City. Merchants want free parking, as do employees.
- Believe we should work to keep jobs in the City – build professional buildings rather than homes and condos.
- Businesses need advertising and signs so people know where they are. (Need better signs for the former Giant site.)
- Need more and better parking in Town Center.

Environment

- There is a problem with water run-off from I-270 to the private Fallsmead Park. It's very expensive for the neighborhood to maintain (\$100,000 per bridge). Participants believe the City should get involved.
- Improve the Watts Branch Stream integrity by 20% in each reach.
- Return trout and other fish to the Watts Branch.
- Create a fishing area for the Wounded Warrior Project, the elderly and the physically challenged (including visually impaired).
- Increase the annual city budget to support improvements to the Watts Branch Stream to meet the 20% plus improvement goal.
- Address reforestation efforts due to ash tree blight and disease, given that the ash trees help serve as canopy for Watts Branch Stream. Otherwise this will negatively impact the Watts Branch and other City streams.

Housing

- Do not want town houses on the Rockshire shopping center site. Too many people, too much traffic, too much impact on schools. Do not want to see population density increase.
- Townhouses proposed for the Rockshire site are too dense and too tall – they're out of scale with the rest of the neighborhood.
- Karma Academy site might be more appropriate for town houses than the Rockshire shopping center site.
- Housing maintenance generally works well. The Fallsmead HOA has architectural guidelines and they work well.
- Would like to age in place. Others spoke of the need to live on one floor but don't like apartments or "senior only" settings.

Land Use

- Would like more places/services to walk to.
- Retain retail component on this western side of I-270.
- The Rockshire shopping center site is in the heart of the community. It used to have two banks, a dry cleaners, a dentist, a Chinese take-out and other stores as well as the grocery store.
- Is there any way to get a combined center on the retail/former Giant site? Would like a community center with something else, for example a coffee shop.
- Wootton High School leases 75 parking spaces at the Rockshire shopping center. What will happen if/when the site redevelops? In addition, what about the agreement with the swimming pool for parking?
- Think the Rockshire shopping center should be a low intensity commercial development. Starbucks would be great; a small(ish) grocery, some restaurants. It needs a draw, something welcoming. Right now it looks like an abandoned slum and does nothing for the neighborhood. The landlord is content for it to sit and then put as many town houses as the law allows. Would consider some residential, as part of a mixed use development, but not too much because of traffic concerns.
- Why can't the Rockshire Shopping Center be like the Woodley Gardens Shopping Center?
- Would like mixed use at the Rockshire Shopping Center site; not all are opposed to town houses, but they should be of a scale appropriate to the neighborhood and part of a mix of uses that will serve the existing community.
- The development of Gaithersburg and the Shady Grove area have had a negative impact on the area, also consider the impact on Rockshire, Fallsmead and Horizon Hill by new development at Best Western and Tower Oaks.
- Wootton Parkway split Horizon Hill from the rest of the neighborhood.

Transportation

- Wootton Parkway is so busy; it's not a residential road anymore. The only place to cross is at Fallsmead Way.
- Support maintaining Wootton Parkway as two lanes in older established neighborhoods.
- The intersection of Wootton Parkway and Fallsmead is not safe.
- Love to walk through Fallsmead and to Fallsmead Elementary School.
- Could there be bus shelters and benches at the school bus stops?
- Would like a walking path to Robert Frost Middle School from the Rockshire and Fallsmead neighborhoods. Some kids have to cross busy Wootton, cut through the high school parking lot and go uphill to Frost.
- Wootton Parkway should not be widened: adding lanes to it is not the answer; it would just make it busier.
- Consider a third lane on Wootton Parkway to ease traffic during busy time. Could be a reversible middle lane.
- Need more left turn lanes on Wootton Parkway to ease stop and go traffic.
- Starting around 7:00 a.m. commuter and school traffic make Wootton Parkway very busy.
- Could Wootton Parkway be expanded in from of Wootton High School for bus turns that won't block the traffic. Also redesign traffic lights near the school to allow for parent drop off/pick up near school and not in Rockshire.
- There have been two major accidents on Watts Branch Parkway between Fallswood and Fallsmead Way.
- Can't get out of homes on Watts Branch during rush hour due to traffic volume.
- The left turn from Route 28 onto Hurley encourages cut-through traffic which all ends up at Watts Branch and Fallsmead Way, near a school bus stop. It would help if it were made one-way from Watts Branch to Hurley in the a.m. rush time.
- The "road diet" speed measures on Hurley are dangerous; replace with Stop sign(s).
- Crossing Route 28 is difficult and dangerous for pedestrians and bicyclists – a bridge would help.
- Residents from lower Fallsmead would like crossing lights (press and have traffic stop type lights) at the Wootton and Fallsmead intersection. It's difficult to cross there. A pedestrian paddle was there but it was knocked down.
- Need to think about how the entire Wootton corridor works: there is the EYA proposal in Tower Oaks as well as the proposed town houses at Rockshire shopping center. What impact will these developments have on the corridor? Need to look at the whole system.
- Would like a "circulator" bus to get to Fallsgrrove etc.
- Like the bus but have difficulty getting up the steps. Need a "kneeling" bus on Route 56.
- Keep the bicycle/pedestrian path and greenspace along Wootton Parkway. The sidewalk on the side opposite the path is also great.
- Multiple participants support a new Exit 7 on I-270 to give access to/from Gude Drive. Believe that it would reduce cut-through traffic in the neighborhood.
- Make entrance ramp to I-270 at Route 28 two lanes and maintain the two lanes all the way down to Montrose. This would be an incentive for people to take I-270 instead of getting on Wootton Parkway to get to I-270 at Falls Road.

- Several participants do not believe that many people use the Millennium Trail bridge over I-270; other participants love the bridge and use it for both walking and biking, but are concerned about safety at the eastern end of the bridge and along the route to Town Center.
- Would like better access to the Millennium Trail bridge over I-270 – maybe some steps in addition to the ramp. Maybe widen sidewalk.
- Is more/better signage needed on the Millennium Trail? Concern that it is an “accident waiting to happen,” with pedestrians and bicyclists.

City wide

- How growth is managed and what is the best and most appropriate use are important issues for both the neighborhood and the City as a whole.
- Participants said they are not opposed to all density. It belongs near Metro stations. Planning should conform to Rockville as a “good place to live.”
- Smaller shopping centers throughout the City (and the region) all have similar problems and are looking for support. “Mom and Pop” and smaller stores are having a hard time too.
- Support equality of services and investment to older existing neighborhoods.
- Should be more emphasis and effort to reveal City boundary extends beyond Town Center; a lot of the City’s attention is paid to the Town Center.
- Support the establishment of City services and substations on [west] side of I-270 and other parts of the City such as Twinbrook.
- Identify and alter language to mirror Planning Area to improve and address ownership within each planning area so areas of concern have names that are identifiable to all stakeholders (share how we have given specific names to areas of the Watts Branch in Planning Area 14.)

Planning Area 15 – Research/Piccard

Research/Piccard Neighborhood

- Need more retail and restaurants; allow more density. “Rockville is not easy to work with.”
- Westat has its own café and cafeteria. It is a campus of buildings on its own site. In general it’s in pretty good shape. A lot of employees walk to work, for instance from Fallsgrove. Others use transit connections to MARC and Metro.
- Combine area with King Farm when planning – particularly for bus connections to Metro

Community Facilities

- The area requirements in basic infrastructure, including fire line, water lines and needs an upgrade to regional internet connections. There’s a need for long range infrastructure planning.
- A Performing Arts venue could be one of the uses.

Economic Development

- Recent absorption of office space noted in County report was achieved because the owner “dropped the rents.”
- King Farm (Village Center) can’t keep retail businesses. It has one restaurant. If the area had more jobs, there would be more people to support retail.
- “We need jobs” to fill office buildings.
- Prospective tenants ask three questions: “One, how much? Two, where do I park? Three, where’s lunch.”
- Developer has recently purchased two properties along the west side of Piccard: 1350 and 1370.
- Occupancy fluctuates depending on rent. Long time owners with equity are in much better position than recent buyers with mortgages, who could be “underwater”. It’s better to let the bank take the building than risk greater investment for retrofit.
- There is “no lab space to market in Rockville” although there is demand.
- An “incubator is a great idea”. Life sciences lab space is very expensive to construct.
- “Industrial is still valuable for Rockville.” The Cost of travel for service businesses is a problem.
- Rockville is not perceived as business friendly.

Housing

- Developer is considering multifamily for 1301 Piccard, but market is not there yet for transition to residential.
- New residents in the business park would oppose new office or lab development.
- The lack of Workforce Housing in Montgomery County is a problem. Aging infrastructure in aging neighborhoods with aging housing.
- Hotel loses employees due to travel and housing costs.

Land Use

- There’s great potential along Piccard if sites can be assembled.
- Having a hodgepodge of uses is not necessarily negative; a mix of uses is interesting.
- Developer is looking at acquisition opportunities in the area. Old building stock is difficult to retrofit. Rental is the choice. Nothing existing is marketable.
- New construction is hard to support given the rents that are possible. Suburban offices parks compete with low rents.
- Should build on the success for recent office absorption; there are not amenities (in the immediate area) for residential uses.
- Clients would rather lease new buildings than purchase older ones that need expensive upgrades.
- Need to keep the policy line for office uses. Some companies want a secure facility on a big site; others seek to expand. The change in zoning to MXE allows infill.
- Too many Town Centers is not desirable, but the area needs an identity.
- Consider a different use for the PEPCO site.

Transportation

- Good location. Employees will drive north from Northern Virginia up to Shady Grove Road, but don't like to go further north. Likewise, employees will drive south from Frederick to Shady Grove, but don't like to go further south (given traffic congestion and increased travel times.)
- Free parking and driving to restaurants for lunch is convenient.
- The Planning Commission should make a statement about the need for a Gude Drive interchange with I-270.
- What impact will the CCT have on the area?

City wide

- There's a situation of "musical chairs" in Montgomery County rather than generation or growth of businesses. Rents are lowered to attract tenants away from other buildings and areas. Market drivers are needed, but this issue is bigger than Rockville or County; need to be addressed at the State level.
- Commercial and office space are "neglected" in City planning decisions. Should the City consider a policy line to hold space for commercial uses?
- New construction will go to Metro Stations and Town Center.
- Rockville is not known for any particular destination or attraction. Could use a water park or other year-round destination.

Planning Area 16 – Southlawn

Southlawn Neighborhood

- Good location, proximity to I-270 and the Beltway, although the best route to I-270 is not direct.
- Workers in the area live nearby. Either use Ride-On or drive. Most owners live up-county, but customers are here.
- There's no crime problem.

Community Facilities

- A swimming pool on the east side of town would be good for the children in the community.
- Goes to the Baptist Church housed in the former school on Stonestreet Avenue.
- Doesn't go to Town Center (except the station); City parks or places like the Swim Center.
- It would be nice if there were a body of water in Rockville for the public. There are no rivers in Rockville that are visible.
- There is no pool in the area. There used to be a skate facility, but no more.
- David Scull Park is great. Kids love it and outsiders use it too. The storm drain needs a fence.
- Children in the area go to Maryvale Elementary, Wood Middle School and Rockville High School.

- In the park (David Scull) the swings are broken. Would like a better tire swing, better basketball courts, a swimming pool nearby. Maybe where the baseball field is?
- Would like somewhere to skate; used to go to the Skate Park at Welsh Park but there were “lots of drugs” being dealt, so didn’t go back. There was lots of beer being drunk too.
- Would like a dirt track for bicycles. Now kids bike on the street and the “cops” tell them to get off of it. The cars are going too fast and it’s not safe. There’s no good place to bicycle.
- The bathrooms are dirty in Maryvale Park. The water isn’t good in the fountain there.
- How about a zoo?
- There’s no hospital nearby. Sometimes go to urgent care or Patient First on Rockville Pike.
- Wish there was a party room somewhere, though one participant said that the David Scull Courts community room was fine.
- Lincoln Park Community Center is nearby. Some kids use it. One participant said that their mother said that it’s too expensive. Another said that “It’s only \$30 for the whole year”, but the first participant repeated that their mother said they couldn’t afford it.

Economic Development

- Businesses in the area include a variety of “Mom and Pop” users such as fire restoration, brewery, construction, catering etc.
- There is no grocery store nearby, and the participant does not own a car. She takes bus to the Rockville Station and there either takes another bus south to the Food Lion at Wintergreen, or if she needs more things, she takes a bus north to Sam’s Club in Gaithersburg. To get home with all the things she bought she takes a taxi. Sometimes takes the bus to and from Safeway at Bauer Drive.
- Another participant takes the bus to shop at the Safeway at Bauer Drive, the Shoppers Food Warehouse on Nicholson Lane near White Flint or the Food Lion on Rockville Pike.
- Some people prefer the Safeway at King Farm; the one at Bauer Drive is poorly lit.
- Wishes there were more amenities on Gude Drive. Would like a grocery store and a Chipotle, a Burger King or a Popeye’s.
- One participant takes the bus to Wheaton Plaza to hang out, buy clothes. His mother will come and get him later.
- Other participants take the bus with mother to Lakeforest Mall for shopping/hanging out.

Environment

- Have environmental concerns, such as the run off from automotive businesses that drain into the creek.
- Kids walk into the storm water tunnel in the park next to the David Scull community center. It’s not safe.

Housing

- An employee of RHE would like to live in Rockville (and reduce her commute) but housing is so expensive. For example, rent for a three-bedroom townhouse is \$1,700/month in Gaithersburg, \$1,300/month in Montgomery Village but \$2,200 - \$2,300/month in Rockville.
- The MPDU program works well.
- Born in Rockville. Not one of the first residents of David Scull Court, but has lived there a long time.
- Need better houses; there's a rodent problem with mice and roaches in the homes.

Land Use

- Preserve the light industrial uses, a shrinking community. More of such uses are needed. This area is likely to stay that way in the immediate future. Let the market dictate changes, if any.
- The area is not ripe for redevelopment. The nature of it is industrial, light industrial.
- Potential ideas for Redgate: use for City fireworks; mix of residential/light industrial uses.

Transportation

- There is a problem with the lack of sidewalks between the neighborhood and anywhere else. Many residents walk from David Scull Court to the RHE office on Southlawn Lane to pay their rent etc. and there is no sidewalk. Also, the ARC of Montgomery County is near RHE, and their clients have to navigate the street without a sidewalk. Can something be done?
- Need the I-270/Gude interchange so that there is a direct route to I-270. Currently, for s access to I-270 south use Norbeck and Wootton; and for access to the north, use 355 and Shady Grove Road.
- The connectivity between east and west side of the City for bikers and pedestrians could be improved. Kids from the Southlawn area cannot go to the Swim Center, unless driven, because of poor connectivity. It's the same for the Town Center – there's very poor connectivity.
- There are no signs for the bike paths.
- Consider a road providing connection between east and west of the railroad tracks on the WINX property.
- Could use a better network; more "porosity".
- There are problems with the signals at Taft and Gude.
- Takes the bus to work in Gaithersburg; Ride-On to Rockville Station and then change. The bus is usually reliable.
- Wish there were more busses; have to wait too long.
- Recommend that road repairs be done the same time as water line replacements, which are scheduled for the next year.
- The pavements need maintenance, there are weeds growing through.

City wide

- City of Rockville is a great place for families, but there's concern that it's not affordable to families and senior citizens.
- Develop a mixed use area such as Rio in Gaithersburg in the City, near a water body.

Planning Area 17 – King Farm

King Farm Neighborhood

- Participants like the new urbanism and hope that the sense of identity is not lost.
- Think King Farm is a huge gem, for itself and for the City of Rockville.
- Was one of the original residents of King Farm sixteen years ago. There were less than two dozen houses at the time. Have watched it grow up and it's gone very well but there are still some outstanding issues.
- The Transfer Station smells.
- Moved from Kentlands to reduce commute but much more to do, better shops, at Kentlands and Crown Farm. Need more in King Farm – another coffee shop would be a good start – another “hang out” spot.
- Like the walkability of King Farm and walk every day.
- New to King Farm. Like the walkability and sense of community. Have got to know people.
- Moving to King Farm was the best decision we ever made. Moved here in 2000 and walk 250 steps to work. Did not have children when moved in but now have three: one at College Gardens Elementary and two at Julius West Middle.

Community Facilities

- Concerned about the overcrowded schools; have one son at Richard Montgomery and another at Julius West and both schools are overcrowded.
- A Veterans Center would be great for Rockville; the nearest are in Frederick and D.C. The hospital is in West Virginia. It should be close to Metro and bring people from around the region: it would be a premier place.
- The little park at the Village Center needs work.
- Concerned about the future of the King Farm farmstead; various farm-related ideas have been put forward. Would like to see more Community Garden plots as there is a long waiting list for them. Why not extend the gardens into the open field.
- Wish that King Farm was not divided into two school clusters. This should be a City priority.
- College Gardens is a wonderful school but too overcrowded. The capacity is 740, but there are 900 children there. There are lots of portables. Understand there is a new elementary school planned as well as expansions at Julius West Middle and Richard Montgomery High.
- The infrastructure is always behind the residential development. Need to increase funding to the Police department. Need more sanitation workers – they're already stretched.

- Thrilled with City services – dog licenses, Dog Park, new recycling.

Economic Development

- There's no chain drug store nearby.
- Concerned about Safeway – thinks it's badly managed. Shops at Harris Teeter in Gaithersburg. Concerned that the Bainbridge project is advertising the amenities in Crown Farm.
- Need something that's a draw for the King Farm Village Center. Would like a Starbucks. Believe a CVS is going in at Shady Grove and Choke Cherry (apparently there is an issue with Safeway having to give permission for certain stores.)
- The shops at King Farm Village Center are too small. The Dough Roller lighting is unattractive. Has a market analysis been done? Basic marketing things could be done. Fontina Grille is the exception.
- The King Farm Village Center is a conundrum – it's a bad design for retail. The original design was to be like Falls Grove but Safeway changed it and now there is no synergy between Safeway and the other retail.
- Falls Grove commercial center is excellent. Problem with King Farm is that no-one knows it's there and there are too many good retail options nearby. Maybe better signage on Route 355 would help? Retailers are demanding and selective. They want more visibility and more traffic – a low of 35,000 cars/day, a high of 55,000/cars. The community has to support the Village Center but it needs to improve its appearance, colors, lights, something to get people's attention.
- The community doesn't support the King Farm Village Center; people are going to Rio and Crown. Does it need to be re-planned? It's going to be a constant battle.
- King Farm is a sleepy community at night – the Village Center needs a more "night time" feel to make it work

Housing

- Concerned about the expansion of the Ingleside (senior housing complex).
- King Farm is a desirable neighborhood. Housing inventory levels are low.

Land Use

- Concerned about high density development with no amenities. There's a lack of good commercial development in the area.
- Is there a plan for Route 355 north of Town Center? Needs more green space and more walkable space to attract millennials.
- Concerned about the large scale of the new buildings: the Upper Rock garage is huge; Ingleside is monstrous.

Transportation

- Would like more pedestrian/bicycle connections from King Farm to downtown Rockville.
- Need a bridge/tunnel to cross Route 355 and get to Metro safely. Other stations on the Red Line have grade separated ways to cross Route 355 and Shady Grove should have one too.
- When Bainbridge is occupied we will have cars doing u-turns on Route 355 as there is no way to go south without doing one. It's going to be very dangerous. Need to change

lights. Bainbridge was proposed with two entrances but Metro refused the second entrance.

- Pedestrians are not respected crossing Route 355: could we stop all lights on red giving an “All Walk” signal?
- The Red Line should be a good commute but Metro reliability is a problem.
- The west side entrance to Shady Grove Metro Station is pathetic – disgusting.
- Take Metro every day and it’s very overcrowded. How will all the new people (from the new apartments) be accommodated?
- Transportation is one the biggest challenges in the area. King Farm was built because Metro was across the street. Now there is more development to the west too at Johns Hopkins and Crown Farm as well as on Route 355. It will all put pressure on Metro.
- Need more connections to other places – trails through Woodley Gardens and buffers from the traffic.
- Concerned that proposed CCT will cut off connections.
- Parking is a problem at King Farm Village Center. Believe that commuters are parking there and contribute to the parking issue.
- Wish the shuttle ran later – it’s difficult if you have to work late.
- School busses take more than twenty minutes to get from King Farm to College Gardens because the communities are so disconnected and all the traffic has to go onto Route 355.
- The intersection of King Farm Boulevard and Route 355 is misaligned and the CCT will take more space.
- Need better access to I-270.
- It’s difficult to cross Redland and Gaither. The CCT will not help connectivity.
- Truck traffic cuts through King Farm. Could the City put “No truck traffic” signs up?

City wide

- Like the development in downtown Rockville; don’t fritter it away. Is there a way to encourage more local commercial?
- It would be nice if the proposed Rockville Pike plan extended out to Shady Grove.
- City governance needs improvement. The political system needs to govern growth.
- The County is putting more development on the east side of Shady Grove Metro.
- Rockville is not ADA compliant; it’s not rollable in a wheelchair. The City needs to enforce handicapped parking.
- Love Town Center but the area needs more density to be successful. It’s good to see things happening; when (his) children were growing up there was nothing happening there.
- The City is facing difficult issues: how to balance quality of life – want walkability, amenities, connectivity, better retail. The issue is that there are only a certain number of consumer dollars to go round. (The largest portion of the workforce is millennials). How can we allow density in a way that won’t harm quality of life? If the City is not going to allow density there will either be a lower quality of life or higher taxes. It’s an important conversation.

Planning Area 18 – Fallsgrove

Fallsgrove Neighborhood

- Like living in Fallsgrove – like the walking trails.

Community Facilities

- Like the Millennium Trail and walking paths.
- The Thomas Farm Community Center and the playground and grounds are great, including the little outside work-out area.
- Would like more classes and more neighborhood teams.
- Keep the elementary school reservation.
- Would like more activities for children.
- Beavers at the storm water pond are destroying the trees and clearing the view shed. The trees are fenced but the beavers get around the fences. Is there anything else that can be done?
- Participants noted that sometimes there is a difference in the level of maintenance between the City-maintained areas and those maintained by Fallsgrove. Fallsgrove appears to have high standards and participants would like the City to raise theirs.

Economic Development

- It would be great if there were free internet service available to Rockville communities. It's free at a number of commercial sites and it would be a wave of the future if this would be provided to Rockville residents in specific communities too.

Housing

- Would like "senior housing" that is designed with at least kitchen/living room/dining room/master bedroom on the first floor. Not necessarily with Assisted Living capability.
- Housing is well-maintained.

Land Use

- Like mixed use.
- Fallsgrove Shopping Center access and parking is ridiculous and needs rethinking.

Transportation

- Ride-On buses take too long and have too long a headway; can any adjustments be made?
- Would like a private service like the King Farm shuttle to and from Metro.
- Would like better connections to Metro and to the future CCT.
- Questions about the Transit Center – it's just like a bus stop but parking spaces were lost because of it. Can it be used differently?
- Traffic at the Fallsgrove Center is a "nightmare". Lerner (the owners of the center) was supposed to look at it. Who can make changes? Are the streets publicly or privately owned?

- The parking area, as well as the entrances, of the Fallsgrove Center need to be restructured to improve access and circulation.
- Difficult for pedestrians on Darnestown Road.
- There's speeding near Prettyman Drive, where the school buses stop.

City wide

- Concerned about the safety and appearance of the Shady Grove and Rockville stations and the areas around them. People avoid them because they feel dangerous. Improvement is needed.
- Parking in downtown Rockville is a problem. You feel nicked and dined to death.
- Would like better restaurants in downtown Rockville.

Rockville Senior Community

Community Facilities

- The Senior Center staff, facilities and programs are a great resource.
- What impact will Brightview (senior living center) have on the Senior Center?
- Long term, one or two other Senior Centers may be desirable for Rockville. They could be collocated with other community centers; combining with child care centers would not be a problem.
- If other community centers incorporate senior program services it might be easier for neighbors to participate. Perhaps Fallsgrove would be a good place to start.
- Getting more participants to the Senior Center is a challenge.
- Aging in place is a great program at the Senior Center.
- Would be good to keep the Senior Center open on Sundays.
- Need to coordinate with seniors on the assessment studies.
- Lots to do at the Senior Center – there are exercise programs every day – love it.
- City and community should have better coordination with Montgomery College.

Economic Development

- Retail centers like King Farm Village Center are not very successful as compared to Fallsgrove because of poor visibility.

Housing

- The cost of senior housing is very high. There are long wait lists at Ingleside and that, together with the cost, creates barriers to entry.
- The MPDU program does not generate enough units.
- The screening process for places such as Victory Court is not sufficient; people who have more needs than can be managed are being accepted.
- Wonder about the developers' perception of seniors. The forces related to the cost of living are larger than the City can control.
- Need more affordable housing. Also, not small units – need more two-bedroom units.
- One of the best things about Rockville is the neighborhoods.

Land Use

- Concerned about traffic impacts from all the new development in and near to King Farm.
- The proposed Rockshire town home development is not desirable. A small retail center with a Giant and a CVS would be more desirable.
- Parking for retail can be difficult (in Town Center).

Transportation

- One of the main attractions of the Senior Center is the private bus service. However, the ability to spontaneously go to the Senior Center is challenging because the Ride On bus service has limited frequency and involves transfers.
- Ride On service to and from the Senior Center is infrequent and slow but the 45 bus does come to it.
- The Senior Center bus takes people shopping, which is great.
- It would be great if there was access to the Senior Center from Gude Drive; it would relieve traffic in the College Gardens neighborhood. Currently, we're forced to drive through the neighborhood.
- It's hard to walk, especially at intersections where there is not enough time to cross the street. It's especially bad crossing Route 355 to get to Shady Grove metro. Longer times are needed for crossing.
- Like the pedestrian crossing on North Washington Street near Dawson's
- More education is needed for drivers to protect pedestrians. Many of them don't stop. Major concern is Route 355 at King Farm. Couldn't we look at the escrow money from Bainbridge to improve pedestrian access?
- Could the Senior Center bus be available to take seniors to night programs at the Senior Center? Night programs tend not to be successful because driving is difficult at night.
- Neighborhood sub-transportation systems can be improved. It's a challenge to get around within and between neighborhoods.

City wide

- Seniors should accept help from neighbors; Rockville has great neighborhoods.
- The cost of living in Rockville is a concern.
- Rockville Reports and Channel 11 help in informing about the various activities.
- It's a community responsibility to pay taxes to support schools as well as seniors.
- Questions/discussion of taxes for mixed transit; the focus is on the major corridors and not the neighborhoods.
- The neighborhoods are not represented very well by the Mayor and Council and the Planning Commission; the Mayor and Council should represent districts, not be all City wide.
- Should advocate for more neighborhood coordinators during the budget process.
- More neighborhood services are needed; couldn't they be located at the Rockshire (shopping center) site?
- Why isn't there more advertising for Town Square?

Richard Montgomery High School

Community Facilities

- Like City events like Hometown Holidays that connect the community.
- Some participants used VisArts.
- The [Rockville] Library is nice but need more small study rooms.
- Rooftop should be used more, but don't program dorky teen events.
- Reconstruct Dogwood Park basketball courts.
- More could be done with Elwood Smith Community Center – it's convenient to the school and could be an after-school activity place.
- The King Farm Community Center is not used enough. The lights are always on but there's nothing happening. Only use the outdoor pool.
- Could there be a drive-in movie theater at one of the high schools or at the Civic Center?
- The swim center needs updating and needs more space for indoor activities.
- Have to drive to Twinbrook Community Center for indoor basketball.

Economic Development

- Dawson's Market does a lot for the community; they sponsor charity events etc.
- Bar Louie brought in new people.
- There's too much repetition between restaurants on Rockville Pike and Town Center.
- Don't use the stores next to Safeway in the Twinbrook Shopping Center.
- The Twinbrook shopping centers need updating.
- Would like more small businesses and fewer chain stores.
- Like the amenities at Rio – lake with paddle boating, carousel. Would like more like that in Rockville.
- Would like a roller-skating rink – indoors – it's a 12-month activity. Need something.
- Duck pin bowling is really fun; also like regular bowling but have to drive to do either. Also like Paintball.
- There aren't any appealing restaurants in the Giant and Popeyes area.
- Make signs more readable behind Five Guys.
- Would like more entertainment – laser tag, bowling etc.
- Would like to see food trucks.
- Go to the Town Square plaza and also to the Ritchie Center for restaurants; like the activities at Town Square and would like more 12-month activities there.
- Regal Row needs updating. Like Crème Café.
- What about a Dave and Busters?
- There's nothing happening at Wintergreen.

Land Use

- Should build vertically instead of building out (horizontally).
- People in houses take up more space than apartments, or apartments on top of shops, like Town Center. It's smart building to put apartments on top of stores: to have more shops, more people are necessary.

Transportation

- Need more and better sidewalks. It can be difficult to walk to retail from our homes.
- There are many ways to get to Town Center from Richard Montgomery – and from some students homes.
- There are lots of potholes, including on Veirs Mill Road.
- Some streets don't have cross-walks (for example on Twinbrook Parkway trying to get to the Guitar Center.)
- Traffic is bad.
- It's hard to get onto I-270 from Falls Grove.
- The lights by the new fire station near Falls Grove are about 10 feet apart. They're annoying.
- The pedestrian signals don't work crossing Route 355 near the Rockville Metro Station.
- One participant didn't know how to access the elevated walkway from the Rockville Metro Station – better signage is needed.
- Would like a student discount on Metro.
- People do U-turns outside the [Richard Montgomery] High School.
- J-walking and illegal U-turns are among the problems around Richard Montgomery High School because of a lack of sidewalks/paths and dumb red light patterns.
- Would like a street, sidewalks and a light at Ritchie Plaza.

City wide

- Like the green area in Town Square. Think that the idea should be extended to other parts of the City. It encourages free play.
- Like the convenience of the Town Center.
- Like Town Center for eating, ice rink, movie theater. There are lots of people around, it's an active place.
- Expand the borders of the snow plows.
- Would like a cat-rescue place where you could also hang out.
- Like places that are dog-friendly.

Rockville High School

Community Facilities

- Everyone present likes the Civic Center.
- Like the Civic Center events. Like the Classic Car Show; would like to see more happening there.
- Why not move Hometown Holidays and the Fireworks to the Civic Center?
- Like to go sledding at the Civic Center but think conditions could be improved to make it safer.
- Would like a drive-in movie theater.
- Events should be advertised better.
- Need another Dog Park near the Town Center where there are many apartments.
- Some participants did not know about the Twinbrook Community Center.

Economic Development

- Like going to the Pike and Rose development.
- There are lots of food choices in Rockville.
- Events should be advertised better.
- Would like a bowling alley; Laser tag.
- Would like a donut shop [in Town Center]
- Would like to see food trucks at school and elsewhere in the City.
- Need more shopping choices.

Land Use

- Discussion of the way King Farm looks – most like it but some say it feels and looks too crowded.

Transportation

- Like that Rockville has lots of sidewalks and crosswalks.
- There's too much traffic on Rockville Pike.
- Would like sidewalks on Norbeck Road so that it would be safe to walk.
- Would like more bike-friendly routes.
- Probably would not use buses more, even if they were more convenient.

City wide

- Living in Rockville (and Montgomery County) is so expensive.

Thomas S. Wootton High School

Community Facilities

- Great school system.
- Like the school's parking arrangement with the [Rockshire] shopping center; without it there would not be enough parking at the school.
- Future students will have to deal with school parking problems.
- Suggest renovating Wootton High School before allowing Rockshire shopping center to re-develop.
- Some students felt that a park in place of the [Rockshire] shopping center would be fine, but don't think that a community center is needed as already have Thomas Farm close by and there is a new center under construction at Travilah.
- The neighborhood pool is not handicap accessible. Most kids don't use that pool.
- Would like a regional park like Germantown's, but closer.

Economic Development

- Like that everything is available in the Rockville area – restaurants, shopping.
- Like being close to Fallsgrove – there's lots of good places to eat there.

- Want retail at the Rockshire shopping center – CVS, Chick-Fil-a, reasonably priced restaurants, retail that is practical for high school students.
- Would like a Sonic, an ice cream place, ice-skating rink, roller skating rink.
- Need more activities to do on the weekends – like Shadowland, go-carts etc.
- Would like more night-life to appeal to 25-40 year olds.
- Not enough careers or jobs in Rockville compared to D.C., Bethesda, New York City.

Housing

- The neighborhoods are comfortable; there's a community feeling.
- Don't allow townhouses at the old shopping center. The school is already overcrowded.

Land Use

- Likes that in places like Falls Grove they can walk from their homes to the commercial areas.
- Feel that development is happening at too fast a pace.
- The Falls Grove shopping center parking lot is not well-designed.
- Don't like having the quarry nearby – shakes some houses.

Transportation

- Wootton Parkway has bad traffic in the morning. There is enough space to make it two lanes in each direction. Unfortunate that the City's plans no longer include widening it.
- No-one stops for people in cross-walks.
- People use Hurley Avenue and Dundee Road as short cuts.
- There are missing sidewalks near the [Robert Frost] Middle School.
- Merging on to I-270 from Route 28 is difficult.
- The Ride-On buses are crowded.

City wide

- Feel safe.
- There's easy parking in Town Center.
- Like how everything is close together in Town Center; feels safe; like the atmosphere and the lights in the trees, feels city-like, but at home.
- Would want to raise my kids here.
- It's expensive to live here.

Montgomery College, Rockville Campus (meeting with staff)

Community Facilities

- The King Farm farmstead was suggested as a venue for the arts and music program at Montgomery College; also the College has a hospitality management program.

Economic Development

- Downtown Rockville has good food choices with different price ranges, nice place to meet for lunch.
- Sometimes go to King Farm or Fallsgrove for lunch.
- Do not go to Rockville Town Center particularly for shopping or movies.
- Panera Bread would be desirable in Town Center.
- Like the option of summertime movies and dinner in Town Center. It's a good place for spouses to meet and then go home after the traffic has cleared.
- An urgent care center close to campus would be a desirable use.
- Would like to see the College Plaza Shopping Center improved and provide amenities for students. A jazz club or similar for students to meet and interact would be very good.

Housing

- Housing in Rockville is not affordable. Some areas such as Twinbrook are more affordable.
- Affordable housing is needed; but don't assume that if you build it, they will come.

Land Use

- How can the City and the College work together to make a student "life area".

Transportation

- City roads are well taken care of; therefore participants are not concerned when the college is open during snow storms.
- The commute to Rockville is easier in the morning.
- Some participants did a "reverse" commute and were less concerned with traffic.
- Would like to bike from Silver Spring to work at the College but there is no safe bike route after Needwood Park.
- The sidewalks along route 355 need major improvements; it's not comfortable to walk or ride a bike.
- Transit is not very reliable, if you miss one bus the wait time could be 15-minutes or hours. Students wait for a very long time at the Metro stations.
- Walking to Town Center from the College is not a pleasant experience, so driving is preferred. North Washington Street is also not much improved.
- Would like to see an interchange at I-270 and West Gude Drive.

City wide

- Participants said good things about the City.
- Trash pick-up is easier in the City.
- If more people who work at the College lived in Rockville they would be able to participate in activities here that they are normally not able to because they're spending their time on the road.

Montgomery College, Rockville Campus (Student Fair)

Community Facilities

- Rockville residents visit City parks and community centers.
- Would like more cultural amenities and new buildings in the area.
- Would like more parks.

Economic Development

- Like Rockville Town Center, visit the library, restaurants and cafes.
- Some travel further south to the Barnes and Noble, Target, Trader Joes and Guitar Center on the City/County border.
- Would like to see more amenities and activities closer to the campus; more food places (Chipotle), a café-lounge or Starbucks, a Hookah lounge, a bookstore.
- Would like after school fun activities like bowling.
- Would like to see College Plaza renovated.
- Would like more events like music, theater and comedy.
- Would like a Walmart.

Housing

- Would like more affordable apartments close to the campus.
- International students have a difficult time finding affordable, convenient, housing.
- Have to commute from Germantown because living closer is not affordable.

Land Use

- Would like to see College Plaza renovated.

Transportation

- Approximately 40% of students take public transit to the Rockville campus.
- Students come from all over the county: Germantown, Gaithersburg, Olney, Silver Spring, Bethesda, Rockville, the District.
- Would like better connections to the Metro stations.
- Would like a safe way to walk or bike to Town Center. Right now is difficult and unpleasant.
- Some students take the bus to Town Center.
- Think a dedicated bus lane linking the campus with the Metro would be a good idea.
- Bus drivers who don't stop to get food on campus or at the 7-11 on Hungerford Drive.

City wide

- Would like to see a joint Montgomery College/Rockville community news bulletin about daily events.

Rockville Business Community

Community Facilities

- Need to find a use for the Grey Courthouse – the City should proactively approach the County.
- City policies should create and enhance the infrastructure that attracts jobs to Rockville to serve economic development goals; examples might be internet/fiber for high technology; water and sewer so that commercial development is not stopped or limited.
- Laboratories use a lot of water.
- The County Court is a magnet.
- Reliable internet is a problem; infrastructure upgrades are needed.
- Is there a critical mass of arts-related entities? (For example, American Dance, performing arts at Montgomery College.)
- Like the City's parks, trails and walkways.
- Like the Rockville Swim Center.

Economic Development

- The 2002 plan goal was aimed at “non-residential areas”, not a goal for the economy overall – the emphasis is on economic development's impacts on other components of the City.
- Perhaps the new plan should say more directly what we want and where we want it. It should include goals for specific, smaller geographic areas, where we can achieve some City-wide goals. Without a strong statement in the master plan for economic development the process is a waste of time.
- Current policies don't focus on business and job retention enough; need greater involvement by the City. The current policy is the “jobs will come” but the policy should be putting in place attractors and also enhance what we have. Perception that Virginia is a friendlier place to conduct business. At the macro level, there is the perception that Montgomery County is very expensive, with a higher cost structure so you have to pay more to do business. Plus, many employees do not live nearby.
- Are the current policies too skewed too much towards larger users?
- What is Rockville's niche?
- Concern that employment is growing slower than population.
- What sectors of the economy are growing? Need to grow a small critical mass of sectors. Gaming technology is an example.
- Younger high-technology employees complain that there is not enough to do after work in Rockville; need more entertainment options for those who work in the City and now leave Rockville after work.
- Proximity to National Institutes of Health (NIH) produces customers who live close by, so businesses can benefit by operating in Rockville – with lower rents than Bethesda. Also benefit by proximity to Washington D.C.
- There are a large number of public service/sector employees in the City who need more amenities and things to keep them in the City.
- There's an issue with the public sector jobs – which don't contribute to the tax base – vs. private sector jobs which do.

- Businesses are faced with increased competition from new developments outside the City, in White Flint, Shady Grove, and Gaithersburg.
- ASHA is rated as one the best employers in the region by The Washington Post.
- Why is it taking so long for new businesses to open? The Russian restaurant is taking forever to open after Cosi closed. The owner has to meet Federal Realty requirements that are very cumbersome. (Comparison of Town Center to Santana Row in San Jose, which is a huge success in spite of lower median incomes.)
- There's an inherent perception that Rockville is not very business friendly, so the retailers prefer to move three miles away.
- There is no synergy with the existing uses in Town Center and not enough restaurants to "grab and go". Cosi and Noodles and Co. leaving are a disappointment. The shopping may not necessarily meet the demographic demands; a \$100.00 shirt at Cloud 9 does not attract shoppers.
- There is no real entertainment or night life. Regal Theaters are fine but there are no other entertainment options. Employees need to be attracted to spend more time and weekends there. Need more destination/activity places like Dave and Busters, Bugaboo Creek restaurant, Bowl America. Sky Zone tried to go to Rockshire but current zoning did not permit the use. The City is not a family-friendly destination. The climbing gym (Earth Treks) is OK.
- Competition from Crown (Gaithersburg) and Pike and Rose (White Flint) is hurting Town Center. (There are development cycles – first it was Town Center but now Crown and Pike and Rose are the shiny new toys.)
- The Montgomery County Night Time report identified Rockville as a node, which may help the City.
- Believe that if minimum wages for restaurants was enforced a lot of retail would go away.
- Montgomery College is a hidden gem. 60,000 students are enrolled at a time; approximately 30,000 people are in and out daily. City is not benefitting much from the influx of population.
- Places like Route 1 in College Park are changing to meet the needs of university students, but there is very little in the City to meet the needs of students at Montgomery College, Rockville campus.
- Retailers don't typically talk with economic development agencies like REDI: they do research to determine if there are enough vehicle trips and high enough household income to support their proposal. Then they go directly to the leasing agent.
- Small retailers may not pay for themselves, but if those spaces are left vacant there is a big deficit to the City. Perhaps think about retail in a more holistic way, rather than simply as jobs. Think about retail as a community asset that makes other aspects of the City work.
- There are lots of chain stores in Rockville; would like more "Mom and Pop" businesses.
- City should pursue an aggressive annexation strategy for economic development.
- There is interest in Rockville from Chinese investors, who are looking at Asian models in certain areas of the City. More outreach would help.

Housing

- Would be good if more people could live closer to their jobs in Rockville.
- There are too many apartments; oversaturation of rentals. Would prefer more condos.
- Younger families are moving into East Rockville where single-family housing is more affordable. East Rockville has great assets, children friendly places, good access to Metro.

Land Use

- The 2002 plan doesn't talk about land use enough; it goes quickly to zoning.
- Places with access – for example areas near I-270 – need to be retained for employment.
- The 2002 plan does not have policy recommendations for smaller areas. Do we want to preserve office space/capacity not let it go to self-storage? (Is the highest and best use of Research/I-270 frontage warehouse/self-storage? The City has to weigh the short term vs. the long term.
- What do we want Rockville to be? Not sure, but am sure that don't want it to be like Rosslyn with 18-story buildings with streets snaking through them.
- What would make the Research Boulevard/I-270 corridor more attractive?
- Build more flexibility for different commercial users into the zoning ordinance to allow for growing business (or those that don't yet exist).
- Does the City want more flexibility within uses? Or more different types of uses?
- City should zealously guard the MXE zone – by implementing the zone the City recognized the value of Westat; relaxed requirements for adding more square feet has helped Westat stay in place or they would have had to relocate.
- The negative demand for office parks is not as evident in the Research Park area; an office building was recently approved, and buildings seem to be occupied.
- Re-visit the land use categories to make sure more uses are allowed.
- The Southlawn area is not just "industrial" any more – for example the Sportsplex and doggy daycare.
- Industrial area businesses feel they are not welcome to the City; residents are concerned about the environment and crime. Should support a larger industrial district in conjunction with the County and prepare a comprehensive plan for the larger area.
- Basic signage is lacking even along major corridors like Route 355.
- Clients find it difficult to find addresses of buildings.
- More wayfinding and signage and information is needed, along various locations such as Metro stations and bus stops.
- In Town Center 51 Monroe Place is a good office location. Class B office space with a Class A look; amenities such as a dentist, dry cleaners, exercise options and walkable restaurants are a great asset. Next to Metro. Do not have trouble hiring or retaining employees.
- Having the new hotel in the Town Center is a big plus for clients, especially those that are international – have a competitive edge with others nationally because of good access to DC.
- In Research/Piccard office area: both ASHA and Westat like the location. County seat, transportation – ICC, I-270 – employees come from as far as Virginia and West Virginia.

Transportation

- The City takes the Rockville and Twinbrook Metro Stations for granted. (Plus Shady Grove, just outside the City boundary.) The City could be more proactive in making them more attractive and functional.
- The entrance to the Twinbrook Metro Station needs to be more attractive, with better access and visibility. Currently it's just one way in and one way out. Parking is an issue at Town Square. Two hours free is a good idea. Not worth coming into Town Center for 10 – 15 minutes for something like coffee when you can park for free a few blocks away.
- Street parking is not friendly. There is very aggressive ticketing in place and people avoid the area.
- Parking meters in Bethesda start at 9:00 a.m. Why do those in Rockville Town Center start at 7:00 a.m.?
- It's a hassle to park in a garage; it doesn't feel safe.
- Employees from businesses at Gude Drive perceive Town Center as not having enough parking and do not go there for lunch; many are not aware that parking can be validated.
- Traffic on Route 355 is an issue.
- Woodmont Shopping Center has had to turn down good tenants because of parking restrictions; the City does not consider flexibility between day and night time users.
- The City is too preoccupied with Town Center business to pay enough attention to other businesses.
- Route 355 should have one name; it's confusing that even within the City it's Rockville Pike, Hungerford Drive and Frederick Road.
- Need better transit for workers without cars. The City should create an "inner beltway" within the City to help with traffic.
- A Gude Drive/I-270 interchange will help Southlawn businesses and also King Farm and Research/Piccard. Arguments are made against it – the same ones were used against the Falls Road interchange but that was built.
- About 300 employees at Westat (on Research Boulevard) use public transportation.
- Most of ASHA's (located at Research/Gude) 290 employees drive, but about 30% (+/- 95 people) use public transportation. The CCT may help with employees that live further north in Germantown.

City wide

- Rockville is a great location for business, with its access to Metro and I-270 and the wider transportation network.
- The business and residential communities are often at odds with each other; it's often a contentious relationship. The City should work harder to bring the two groups together and help show the benefits that the business community can bring to residents.
- Need to take a more synergistic look at the whole picture – business, neighborhoods, City etc., with all parts represented.
- Elected officials do not support business; perhaps one of the board officials needs to be a business representative. Non-residents should be appointed to the Boards (like the Financial Advisory Board and the Planning Commission) as business representatives (believe that 95% of the workers do not live in the City).

- The cost of doing business is high in Rockville. Montgomery County is perceived as a challenging place to start and conduct business. The City of Rockville adds more legislation making it harder to open a business: seems like the city have five extra permitting needs.
- Business owners are preoccupied with their business; they are not aware of the processes and should not have to navigate the difficulties of the permitting process.
- Generally, businesses see Gaithersburg and Montgomery County as more business-friendly than Rockville.
- The perception is that Rockville is too preoccupied in its identity and almost feels insulted at being part of the area.
- Office [uses] as a business needs to be recognized by the City. The tax benefits (with very few service demands) are not recognized by City leaders: office uses pay the bills for a considerable amount of City services.
- ASHA moved from near Strathmore because of a zoning issue but had an aggravating experience with the City, and the Fire Marshall, when starting in 2007. However, did not lose any employees because of the move.
- Need to figure out a way to attract millennials. Rockville Town Center has similar assets as SW DC, but needs to do more to attract millennials, who are looking for proximity and prefer not to drive.
- City should annex industrial land along Gude Drive.
- Rockville is perceived to be safe, with good services (like good snow removal) which are all attractive to business. The ethnic diversity of Rockville is not well represented at City meetings. There are 186 languages [spoken] at Montgomery College. A traditional business formula is not necessarily the way to go. Need to include a more diverse audience.

Human Services and Human Rights Commissions Joint Meeting

Community Facilities

- Need more Community Gardens throughout the City; every neighborhood should have one. Schools would be a great place for Community Gardens.
- City of Rockville administers programs to support non-profits. Places like Jefferson House and Rockland House are great models. The City does a good job with seniors (but there is still a great need).
- On education; stay in school programs etc. Local governments could do a better job in cultural competence, social training by being inclusionary, mixing ages etc.
- There is a real disconnect between the amount of money spent on children and children's needs compared to what is spent on senior services.
- Need more employment services; more senior services. There is a very big need.
- There are medical care challenges – tests and treatments (such as MRIs and dialysis) are expensive, even with subsidies, as are certain drugs. The need is greater than existing resources.
- How many people are utilizing the community services – it's important to do outreach and get the word out but making people aware is a challenge.

- Growing up in Chicago in the 1940s every neighborhood church had a gym. Every neighborhood had a neighborhood (Settlement) house (Hull House model). It was a good model for the City to provide things for kids.
- Need free play access for kids. It's a significant loss to the community.
- Would be good to have a Rockville Farm and more training in agriculture.
- There is a lack of resources for community festivals etc. Have to raise money from the outside.
- There should be more resources to provide access to classes and recreational events for low income families; increase public-private partnership for sponsorships.
- There has to be an infrastructure plan. The Community Centers need to be modernized – look at Lincoln Park compared to Thomas Farm (or even Twinbrook). There's a real east-west divide.
- The City needs a really solid infrastructure plan. The City does some remodeling but sometimes only part of the job (i.e. only half of the Senior Center, what about the other half?) Within the City there's delusion about facilities, everyone keeps saying they're so good but not all of them are. Have lived in much poorer cities that had better recreational facilities. Facilities here are not all up to standard.
- Water [infrastructure] should have the same high priority as Land Use.
- Water/sewer utilities are expensive; it's especially difficult for lower income people.
- Utility prices are also getting too high. Concerned about the Pepco above-ground wiring. They've recently decimated the trees in the Woodley Gardens neighborhood – it's affecting the quality of life. Pepco follows the State regulations; the State doesn't care. All the wires are above ground on wooden poles, Pepco and Verizon. How long will they be above-ground? Need infrastructure investment.

Economic Development

- Home grown training skills: the City should require developers who build in Rockville to hire local people and train them.
- There is a lack of affordable grocery stores and the possibility of food deserts, particularly if/when the Twinbrook Safeway goes. There is a real issue with getting food and basic necessities for the less affluent.
- There's a real difficulty of getting groceries without a car. The City could subsidize/provide facilities for small Mom and Pop shops (not just 7-11s.) There are small shops on North Horners Lane; we should keep them and improve them.
- Bigger stores are consolidating and locating near transportation centers.
- On food deserts: when the Twinbrook shopping centers were built in the 1940s, and in the 1950s, the area was thriving – moving goods and providing services. Now it's terrible, with two exceptions, a Latino market on one side of the street, and an Asian market on the other. They'll be the only grocery stores when Safeway has gone. The City could provide market space for a year round market – like Eastern Market in D.C. City could foster small businesses, provide incentives for ethnic stores, make Twinbrook shopping area more vibrant – prime the pump to provide better food shopping – it would bring people in from all over. City should use eminent domain in the area and redevelop it.
- Continue to promote Farmers Markets – and also expand them. (Amish type markets).
- Special Events does a SNAP match program that is not promoted (or appreciated) enough.

- The City subsidizes the arts, like VisArts and the Science Center, why not more Farmers Markets – should be spread out across the City; infrastructure is the problem, need a year-round space.
- Many people live paycheck-to-paycheck

Housing

- Housing needs to be affordable for lower income people; could be on a sliding scale.
- Affordable housing is a problem that clients of the City's Community Services division deal with on a daily basis. See three families to a house; rents of \$800/month per room; working multiple jobs, coping with children and childcare; trying to get food and necessities. (Not talking about extremely low income – median income is a struggle in Rockville.)
- Working families can't afford to live in Rockville – unless they live paycheck-to-paycheck and/or "double-up". Need to educate officials as to what is affordable housing.
- The City of Rockville has a high immigrant population moving here; affordable housing is important. White Flint has 20 – 25 story high rises. Why not have high rises in Rockville? Why not have publicly provided housing?
- Support affordable housing – government will not be able to provide it again – expand the MPDU program to be compatible with the County. Support housing entities more actively to provide integrated affordable housing.
- Ok with high rises at Metro – it's the highest and best use for places like East Rockville and Lincoln Park. (Do not want as high as White Flint – more Americana Center scale.) Should be residential communities – not so much commercial – would like to continue the notion of Rockville as a "bedroom" community.
- High rises are more comfortable for young people/small families/retirees. Not crazy about "open concept" idea (don't want to see the kitchen!). There are many design issues with new apartment construction.
- MPDUs are not much help as far as affordable housing goes. They're a too small percentage of housing units. Have to review MPDU policies. What to do about low income housing, particularly with NIMBY issues?
- The Rockshire [shopping center] site is proposed as luxury town houses. It's a very difficult situation. Everything is luxury this and luxury that. Why do we need luxury? Have to change that.
- Most new buildings have too many 1-bedroom apartments. Need more 2 and 3 bedroom units – people [who can afford it] are knocking 1-bedroom units together.
- Need to educate the public about the difference between low income and workforce housing. Arlington County do a terrific job and would be worth talking to. There is no housing authority in Arlington (there's one in Alexandria) but the Department of Housing provides land and acquires property; do a terrific job of mixed income housing.
- Rockville would benefit from veterans housing, and housing for those who are severely disabled. It would make the City proud to have rehabilitative housing for veterans. This could be done through existing programs like CDBG.
- New teachers find it impossible to live in the City of Rockville – only those who are subsidized by their families can afford to live here. People are living in group houses of five and six people so that they can save money. Housing is a real issue for teachers, social workers, police, fire department, local government workers. It's a challenge for Montgomery County and for Rockville.

- Fireside is a great success – lived there with a roommate. Both had full-time white collar local government jobs. Could not afford to live anywhere else (such as Town Center) and also save money for the future. Have now bought a condo in Gaithersburg; wanted to stay in Rockville but there is more bang for your buck in Gaithersburg.
- People who grew up here can't afford to live here now.
- The MPDU program can be improved – need a better ratio of 2 and 3 bedroom units.
- There used to be a subsidiary program – REACH – a few years ago; it was a one-time push that helped with down-payment or closing costs.
- Need more supportive housing like RHE.

Land Use

- Live at Rockshire – the County owns 5 acres [at the former Karma Academy site] that could be developed as affordable housing.

Transportation

- Encourage people to live near their work.
- Access to transportation is a big issue. "Transportation drives me nuts, especially Rockville Pike."
- Montgomery County and the City of Rockville should support Metro better.
- We need a wider range of jobs in the City so that people wouldn't have to take metro.

City Wide

- Concerned about sustainability (in a broad sense) including economic sustainability.
- Speaking of obstacles, within the City Human Services programs have lower priority than others. This needs to change. The most needy people are not being heard – they don't come to Council meetings. How can these populations be served better? Human Services has less than 1% of the City budget.
- The City focuses on the "squeaky wheel". It's a serious mistake not to focus on those who don't participate. There is too much succumbing to the NIMBY mentality.
- Love living in Rockville, love the services but don't like paying City and County taxes as well. Understand that the County is supposed to reimburse the City but doesn't do so.
- Rockville is the county seat and that should be promoted more.
- Staff should hold Listening Sessions in the two Middle Schools, in addition to the three high schools. Need to speak to young people and hear their voices.
- It's good that the City has such a diverse community but it's difficult to get people to serve on Boards and Commission or participate in civic life because they are busy working multiple jobs and taking care of their families. The City could have an initiative to attract more diverse community members – some kind of incentive or attractor.
- On Human Rights – the Universal Declaration of Human Rights [states that] the right to housing and health care should be a human right, not subject to market forces. We live in a system that does not encourage human rights. The Declaration implies human rights are the responsibility of governments; believe that Montgomery County and the City of Rockville do the best they can within the constraints of the market forces system.

African, African American and Latino Communities

Community Facilities

- There is a great need for before and after school care – and for flexible child care center hours – as many immigrant families work multiple jobs and have long hours. There is also a need for tutoring and English lessons.
- There is a need for additional playing fields and community space to rent for large gatherings – looking for reasonable rental rates – spaces for events that are reasonably priced. Places such as Glenview Mansion are too expensive for most families.
- Love the parks and would like more, but would like to ensure that what we have is maintained and improved too.

Economic Development

- Minority-owned businesses are concerned about the high rents in Rockville. Rockville is a good place to do business – in that there are customers here – but the high commercial rents mean that it is difficult to make a profit and business people are looking to other places, both in Montgomery County and in Frederick and Prince George's counties, in order to be successful.
- Multicultural festivals are happening in Silver Spring and Wheaton; some are happening in Rockville, but not so many.
- Need night clubs – place is boring – closes too early. Many restaurants and entertainment places close very early in Rockville and the surrounding communities: people who work long hours often cannot socialize until later.

Housing

- People are attracted to where their incomes can stretch – housing is very expensive in Rockville – and African immigrants are interested in buying their own homes. Frederick has become a popular choice because it is affordable.
- Montgomery College has a foreign student population and finding affordable housing for them is a challenge – housing is an issue for them – they tend to live far away and subsequently spend a great deal of time – and money – taking public transportation from their homes to the Rockville campus.

Land Use

- Would like to see more space for live performance – theater and music – in the Rockville Town Center area – more night time activities in Rockville – rather than having to go to Bethesda or D.C.

Transportation

- Transportation can pose problems – especially for shift workers and those working second, or third, jobs who don't have access to a car. The buses need longer hours to accommodate shift workers and service workers.

City wide

- More scholarships are needed for young people to continue their studies at the Community College and beyond.

- People are afraid to interact with governments – because of their immigration status. Leaving their countries and coming to the United States is a scary thing for people.
- There is a great deal of talent and skill within the immigrant community that often goes unnoticed – people who were well educated in their own countries take lower level jobs here – drivers, cleaners etc.

Asian Pacific Community

Community Facilities

- The City needs one or two more community centers, especially for disadvantaged areas. Thomas Farm is very high end – what about the other areas? The senior citizen population is growing, need more centers, can be for everyone, but need to do more for seniors.
- Civic Center park has lots of land, especially near the Fitzgerald Theater; more recreation is needed – utilize the land space. Need to update centers, do more for youth.
- Need to extend community facilities to serve new populations.
- Twinbrook, Meadow Hall and Maryvale Elementary Schools all have lower scores, low income populations. The people are our future – we should be investing. Within the Hispanic population people are working several jobs – need classes after school for the children. They don't know where to go – city could put together programs, get donations from business organizations.

Economic Development

- How come everything closes at 10:00 p.m.? Rockville is very boring; know that some like it quiet.
- Don't know about Rockville Restaurant week – if there is one it's not well promoted. Needs more promotion – put in the Washington Business Journal. Restaurants here are varied and not too expensive. Food and restaurants are important to commercial real estate – the food culture is dynamic, make it a theme. Would be good to have Food Maps to promote Rockville establishments. It would promote ethnic diversity.
- In Rockville Town Square the rents are very high – the businesses are changing all the time. The investment costs are too high. (A commercial realtor noted that downtown Rockville rents are +/- \$40/square foot but Crown and Rio charges about \$10/square foot more than Rockville.)
- There should be a goal of keeping young people/customers in the City (like Silver Spring has). Stonestreet Avenue, a “warehouse district” looks almost the same visually as parts of Silver Spring – and it's near Metro. Need more for young people.
- Need places to stay open later to serve population that works long hours; plus child care services.

Housing

- East Rockville and the eastern edge of the West End needs to be improved. Places like Dawson Avenue and Adams Street (behind Bealls Grant) could be redeveloped as town or row houses with HOAs to maintain the community. It would be really good, it's an area with a lot of potential.

- The MPDU program should be reviewed.
- Accessory apartments should be allowed – give incentives to increase density to town homes and small apartments.

Land Use

- Shopping areas on Rockville Pike are not very inviting; stores in Asia have covers (awnings) to protect you from the weather and you can walk between shops – more comfortable. Could have stores upstairs too - create additional commercial space, increase the tax base and offer more employment.
- Currently converting office buildings into residential. But the condo market will be too saturated. Probably need more industrial, more mixed use. The heights allowed in Rockville are way too low – it will never become a major center. The heights should be comparable to 51 Monroe and concentrated around metro.

Transportation

- If I want to shop on Rockville Pike, it's difficult; it's hard to do a U-turn because there is so much traffic; also very hard to walk. It should be more walkable - would like to be able to park once and walk to where I need to go. It's also difficult to cross the Pike to get to other shops.
- There are particular traffic issues in Rockville with red light ticketing. If you just cross the line at the light (but still stop) you can get be ticketed because of the camera - Shady Grove Road, North Washington Street, Route 28 and Baltimore Road – it's only in Rockville.
- The road structure is from the 1980s. They've rerouted Montrose Road – can anything be done for West Montgomery Avenue? To help the traffic and keep the beauty of the area?
- The bridge [grade separated crossing] at Montrose and Route 355 is very confusing. That kind of intersection kills all the businesses around it.
- Need to expand Wootton Parkway; need better east west connections – link Wootton with Gude, create an intra-city “beltway” to ease traffic. Put retail centers along it.

City wide

- There is a big difference across the tracks in the east of the city. Issues in Lincoln Park and East Rockville, a lot of less fortunate people live there. Rockville City government should step in. The City has to abide by Historic Preservation but a number of areas should be redeveloped – tear down single family houses at the edges [of neighborhoods] and build town or row houses or condos or apartments.
- Is the [ethnic] percentage of the population reflected in City staff or City programs etc.? Need equal opportunities for African Americans, Hispanics, Asians in housing, income etc.
- Montgomery County has a large population of people aged 67 and above. There are approximately 2,000 people over 100 years old. By 2040 there will be many more elderly people. What steps is the City taking to cope with increasing numbers of seniors?
- How can we involve disadvantaged citizens in City affairs? How can we involve the children in after-school activities, using established systems to reach out and involve them?
- Need groups for the parents to help their children, so that they can do well in school. Need parent education and support for parents. Use city resources for student services.

- Provide child care to fully engage population, get people to serve on Boards and Commissions. The City television channel could provide language training and have close captions in other languages. All resources should be used to help people.